

USA QUARTERLY SALES BY PROGRAM
1979-1986

1-14-87

		CAMS		FCSP		MAPS		UISP		TOTAL SUBS.	MULTI CLIENT		RPT/COPY SSRS		OTHER	OTH SEMINAR
		NEW	RENEW	NEW	RENEW	NEW	RENEW	NEW	RENEW			CUSTOM				
1ST QTR	1979	19	0	0	0	50	0	44	0	143 *	63	181	0	44	0	0
	1980	20	21	79	25	36	84	35	79	379	127	117	0	57	0	0
	1981	36	53	98	149	55	153	0	38	582	246	180	0	89	0	0
	1982	46	42	15	37	87	157	47	86	517	0	146	0	105 **	14	0
	1983	25	47	13	75	77	124	48	17	426	0	242	0	115	0	0
	1984	57	89	21	85	126	194	118	89	779	106	128	0	62	0	0
	1985	11	29	75	76	46	126	2	109	474	15	238	12	96	0	0
	1986	43	42	26	127	62	127	13	34	474	2	249	0	66	0	0
	BACKLOG 84	22	161	60	115	19	329	35	269	1010						
	BACKLOG 85	17	62	19	96	19	300	19	72	604						
2ND QTR	1979	2	0	25	0	24	0	26	0	77	58	121	0	61	0	0
	1980	8	9	44	0	17	26	25	0	129	229	306	0	36	0	0
	1981	27	0	33	15	7	-1	107	24	212	70	339	0	97	0	0
	1982	25	0	39	0	42	0	70	0	176	0	146	0	77	5	0
	1983	61	0	106	0	81	0	42	0	290	0	282	0	62	0	0
	1984	26	0	64	-1	53	-1	87	0	228	100	318	0	143	0	17
	1985	11	0	26	0	90	0	22	11	160	148	387	0	53	0	0
	1986	16	-8	28	0	59	-24	10	10	91	50	322	0	84	0	0
3RD QTR	1979	23	0	58	0	14	0	38	0	143 *	83	116	0	88	0	0
	1980	7	4	20	0	11	0	133	118	293	136	383	0	62	0	0
	1981	25	5	24	0	80	16	30	18	198	94	180	0	68	32	0
	1982	9	0	27	0	55	0	40	0	131	74	169	0	113	12	0
	1983	19	0	28	0	89	0	29	0	165	0	191	0	105	0	0
	1984	43	0	5	0	82	0	70	0	200	35	317	0	146	0	0
	1985	27	0	17	0	52	0	25	0	121	28	222	0	70	0	0
	1986	74	0	5	0	60	0	45	0	184	2	272	0	80	0	0
4TH QTR	1979	73	0	73	0	209	0	374	0	770 *	70	252	0	52	0	0
	1980	26	72	77	148	84	170	26	242	845	170	418	0	134	0	0
	1981	16	107	34	162	27	185	63	222	816	46	400	0	93	14	0
	1982	10	126	12	51	63	194	97	340	893	9	102	0	151	0	0
	1983	38	94	30	57	133	161	216	213	942	9	365	0	64	0	0
	1984	25	153	73	114	12	314	106	269	1066	42	29	0	117	0	44
	1985	27	146	35	127	14	280	19	149	797	24	92	0	59	0	0
	1986	9	93	43	0	20	168	3	57	393	46	73	0	153	0	3

* = SES INCLUDED

** = APPROX. 30K MULTICLIENT REPORTS INCLUDED

INPUT USA
RENEWALS BY WEEK 1982/1987

	NOVEMBER					DECEMBER					JANUARY							
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL MTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	TOTAL MTH	TOTAL QTR	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL MTH	
CAMS																		
1982	0	23950	22100	38600	94650	7300	15300	0	0	11000	33600	118250	1983	0	7300	0	15000	22300
1983	0	0	15650	23750	39400	8075	23700	14400	0	0	46175	85575	1984	0	8500	0	29570	38070
1984	16575	8075	14164	30643	69457	32059	30175	6443	7650	15635	91962	161419	1985	0	0	17000	3000	20000
1985	0	0	0	74806	74806	0	18900	40264	10116	1481	70761	145567	1986	-1050	0	3500	21225	23675
1986	0	0	0	16159	16159	0	0	31184	0	46080	77264	93423	1987	0	0	0	0	0
FCSP																		
1982	0	0	0	0	0	0	15000	0	0	23550	38550	38550	1983	0	0	0	15675	15675
1983	0	8075	0	0	8075	0	19475	0	0	29088	47563	55638	1984	0	0	8500	0	8500
1984	0	0	38575	8500	47075	0	16250	0	32000	19125	67375	114450	1985	0	0	0	20000	20000
1985	10000	0	26125	26719	62844	0	0	14250	50300	0	64550	127394	1986	0	0	0	41000	41000
1986	0	0	0	0	0	0	0	0	0	0	0	0	1987	0	0	0	0	0
MAPS																		
1982	0	15000	32725	78400	126125	13700	13700	26750	0	26750	80900	207025	1983	0	28700	0	16500	45200
1983	0	0	0	43450	43450	0	37050	31643	0	32232	100925	144375	1984	0	0	24748	15000	39748
1984	0	37050	44461	101088	182599	30563	75300	13000	24750	4129	147742	330341	1985	0	0	40875	0	40875
1985	0	0	0	107451	107451	0	46050	72816	50425	2790	172081	279532	1986	-2700	0	9000	54900	61200
1986	0	0	0	43691	43691	0	0	48262	0	76019	124281	167972	1987	0	0	0	0	0
UISP																		
1982	0	15000	15000	81000	111000	75000	20000	11000	0	135000	241000	352000	1983	0	0	0	0	0
1983	0	0	0	105200	105200	0	68275	17393	0	22475	108143	213343	1984	0	0	16500	16500	33000
1984	50000	32300	48850	29250	160400	38900	19467	23000	0	33282	114649	275049	1985	0	0	52950	3500	56450
1985	0	0	15675	90819	96494	18525	2850	13946	3500	13679	52500	148994	1986	-800	0	4825	0	4025
1986	0	0	0	34535	34535	0	0	0	0	22279	22279	56814	1987	0	0	0	0	0
TOTAL 82	0	53950	69825	198000	321775	96000	64000	37750	0	196300	394050	715825	1983	0	36000	0	47175	83175
TOTAL 83	0	8075	15650	172400	196125	8075	148500	63436	0	82795	302806	498931	1984	0	8500	49748	61070	119318
TOTAL 84	66575	77425	146050	169481	459531	101522	141192	42413	64400	72171	421728	881259	1985	0	0	110825	26500	137325
TOTAL 85	10000	0	41800	289795	341595	18525	67800	141276	114341	17950	359892	701487	1986	-4550	0	17325	117125	129900
TOTAL 86	0	0	0	94385	94385	0	0	79446	0	144378	223824	318209	1987	0	0	0	0	0

Year	Month	Day	Time	Location	Activity	Remarks	Signature	Date
1998	Jan	1	08:00	Field Station	Sample Collection	100m depth	[Signature]	1998-01-01
1998	Jan	2	09:00	Field Station	Sample Collection	150m depth	[Signature]	1998-01-02
1998	Jan	3	07:30	Field Station	Sample Collection	200m depth	[Signature]	1998-01-03
1998	Jan	4	08:15	Field Station	Sample Collection	250m depth	[Signature]	1998-01-04
1998	Jan	5	09:00	Field Station	Sample Collection	300m depth	[Signature]	1998-01-05
1998	Jan	6	08:30	Field Station	Sample Collection	350m depth	[Signature]	1998-01-06
1998	Jan	7	09:15	Field Station	Sample Collection	400m depth	[Signature]	1998-01-07
1998	Jan	8	08:00	Field Station	Sample Collection	450m depth	[Signature]	1998-01-08
1998	Jan	9	09:00	Field Station	Sample Collection	500m depth	[Signature]	1998-01-09
1998	Jan	10	08:30	Field Station	Sample Collection	550m depth	[Signature]	1998-01-10
1998	Jan	11	09:15	Field Station	Sample Collection	600m depth	[Signature]	1998-01-11
1998	Jan	12	08:00	Field Station	Sample Collection	650m depth	[Signature]	1998-01-12
1998	Jan	13	09:00	Field Station	Sample Collection	700m depth	[Signature]	1998-01-13
1998	Jan	14	08:30	Field Station	Sample Collection	750m depth	[Signature]	1998-01-14
1998	Jan	15	09:15	Field Station	Sample Collection	800m depth	[Signature]	1998-01-15
1998	Jan	16	08:00	Field Station	Sample Collection	850m depth	[Signature]	1998-01-16
1998	Jan	17	09:00	Field Station	Sample Collection	900m depth	[Signature]	1998-01-17
1998	Jan	18	08:30	Field Station	Sample Collection	950m depth	[Signature]	1998-01-18
1998	Jan	19	09:15	Field Station	Sample Collection	1000m depth	[Signature]	1998-01-19
1998	Jan	20	08:00	Field Station	Sample Collection	1050m depth	[Signature]	1998-01-20
1998	Jan	21	09:00	Field Station	Sample Collection	1100m depth	[Signature]	1998-01-21
1998	Jan	22	08:30	Field Station	Sample Collection	1150m depth	[Signature]	1998-01-22
1998	Jan	23	09:15	Field Station	Sample Collection	1200m depth	[Signature]	1998-01-23
1998	Jan	24	08:00	Field Station	Sample Collection	1250m depth	[Signature]	1998-01-24
1998	Jan	25	09:00	Field Station	Sample Collection	1300m depth	[Signature]	1998-01-25
1998	Jan	26	08:30	Field Station	Sample Collection	1350m depth	[Signature]	1998-01-26
1998	Jan	27	09:15	Field Station	Sample Collection	1400m depth	[Signature]	1998-01-27
1998	Jan	28	08:00	Field Station	Sample Collection	1450m depth	[Signature]	1998-01-28
1998	Jan	29	09:00	Field Station	Sample Collection	1500m depth	[Signature]	1998-01-29
1998	Jan	30	08:30	Field Station	Sample Collection	1550m depth	[Signature]	1998-01-30
1998	Jan	31	09:15	Field Station	Sample Collection	1600m depth	[Signature]	1998-01-31

1-14-87

[illegible]

Shari Randi
3/5/87

MAIL LIST TYPES

Domestic
Foreign

Kill A FOREIGN AFFILIATES

F

AI INPUT OFFICES — if you keep these up to date

DF

update + leave in — A3 BOARD

D

B CLIENTS on NBI now

DF

Kill C PRESS

D

CI FOREIGN PRESS

— updated by Keith?

F

D PROSPECTS (U.S. and Canada)

if not run a list + send to him so he can do so

D

DG GOVERNMENT PROSPECTS

D

E FINANCIAL ANALYSTS

D

G GOVERNMENT AGENCIES — John F has + is updating

D

JO ODS JAPAN

F

JK KKA JAPAN

F

L FOREIGN PROSPECTS (excluding Japan) → send to Keith to

F

update — ask him for his latest lists. We need to have records up to date in mktg files

Don't really care if his foreign press is on this system — but we need an up to date foreign list at all times in mktg files + on disk

play these out for me to review



INPUT USA
RENEWALS BY WEEK 1982/1987

	NOVEMBER					DECEMBER					JANUARY							
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL MTH:	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	TOTAL MTH:	TOTAL QTR:	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL MTH	
CNMS																		
1982	0	23950	22100	38600	84650	7300	15300	0	0	11000	33600	118250	1983	0	7300	0	15000	22300
1983	0	0	15650	23750	39400	8075	23700	14400	0	0	46175	85575	1984	0	8500	0	29570	38070
1984	16575	8075	14164	30643	69457	32059	30175	6443	7650	15635	91962	161419	1985	0	0	17000	3000	20000
1985	0	0	0	74806	74806	0	18900	40264	10116	1481	70761	145567	1986	-1050	0	3500	21225	23675
1986	0	0	0	16159	16159	0	0	31184	0	46080	77264	93423	1987	0	0	13650	28784	42434
FCSP																		8182
1982	0	0	0	0	0	0	15000	0	0	23550	38550	38550	1983	0	0	0	15675	15675
1983	0	8075	0	0	8075	0	19475	0	0	28088	47563	55638	1984	0	0	8500	0	8500
1984	0	0	38575	8500	47075	0	16250	0	32000	19125	67375	114450	1985	0	0	0	20000	20000
1985	10000	0	26125	26719	62844	0	0	14250	50300	0	64550	127394	1986	0	0	0	41000	41000
1986	0	0	0	0	0	0	0	0	0	0	0	0	1987	0	0	0	57530	57530
MAPS																		
1982	0	15000	32725	78400	126125	13700	13700	26750	0	26750	80900	207025	1983	0	28700	0	16500	45200
1983	0	0	0	43450	43450	0	37050	31643	0	32232	100925	144375	1984	0	0	24748	15000	39748
1984	0	37050	44461	101088	182599	30563	75300	13000	24750	4129	147742	330341	1985	0	0	40875	0	40875
1985	0	0	0	107451	107451	0	46050	72816	50425	2790	172081	279532	1986	-2700	0	9000	54900	61200
1986	0	0	0	43691	43691	0	0	48262	0	76019	124281	167972	1987	0	0	31850	58506	90356
UISP																		
1982	0	15000	15000	81000	111000	75000	20000	11000	0	135000	241000	352000	1983	0	0	0	0	0
1983	0	0	0	105200	105200	0	68275	17393	0	22475	106143	213343	1984	0	0	16500	16500	33000
1984	50000	32300	48850	29250	160400	38900	19467	23000	0	33282	114649	275049	1985	0	0	52950	3500	56450
1985	0	0	15675	80819	96494	18525	2850	13946	3500	13679	52500	148994	1986	-800	0	4825	0	4025
1986	0	0	0	34535	34535	0	0	0	0	22279	22279	56814	1987	0	0	0	3500	3500
TOTAL 82	0	53950	69825	198000	321775	96000	64000	37750	0	196300	394050	715825	1983	0	36000	0	47175	63175
TOTAL 83	0	8075	15650	172400	196125	8075	148500	63436	0	82795	302806	498931	1984	0	8500	49748	61070	119318
TOTAL 84	66575	77425	146050	169481	459531	101522	141192	42443	64400	72171	421728	881259	1985	0	0	110825	26500	137325
TOTAL 85	10000	0	41800	289795	341595	18525	67800	141276	114341	17950	359892	701487	1986	-4550	0	17325	117125	129900
TOTAL 86	0	0	0	94385	94385	0	0	79446	0	144378	223824	318209	1987	0	0	45500	148320	193820

MAPS 1986 REPORT DISTRIBUTION-USA

CLIENT COUNT	COMPANY NAME	CONTACT	CONTRACT AMOUNT \$	AGREEMENT TYPE	SUMS	MSPA-1 RPTS SENT	MSPA-2 RPTS SENT	MSP1 RPTS SENT	MSP2 RPTS SENT	M
1	AT&T COMMUNICATIONS	HUK	20250	PERPETUAL	2	2	2	2	2	
1	AT&T I.S. SERVICES	CONNOLLY	9000	PERPETUAL	2	2	2	2	2	
1	BABCOCK & WILCOX	BIRD	8500		2					
1	BANK OF AMERICA	FLEMING	9500	B OF A CONTRACT	NO SELECTION	2				
1	BOEING COMPUTER SERV.	MILLS	23086	PERPETUAL	1	1	1	1	1	
	BOEING COMPUTER SERV.	SCHWENDE.			1	1	1	1	1	
1	BROADVIEW ASSOCIATES	BARD	4394		NO SELECTION	2				
1	CANADA SYSTEMS GROUP	MARSHALL	10450	PURCHASE ORDER	NO SELECTION	2				
1	CINCINNATI BELL INFO	LEAKE	9000	PERPETUAL	OFF-SITE	2	2	2	2	
1	COMPUTER SCIENCES CORP	LEPARD	24300	PERPETUAL	10	4	4	4	4	
1	ELECTRONIC DATA SYS	SENDER	22992	TELECON	2	2	2	2	2	
1	GTE DATA SERVICES	BERDY	25650	TELECON	2	2	2	2	2	
1	GENERAL ELECTRIC CO	FROST	5500	TELECON	NO SELECTION	2				
1	IBM CORPORATION	WERTHEIM	24300	PERPETUAL						
	IBM CORPORATION	CAD INFO			1	1	1	1	1	
	IBM CORPORATION	CAMPBELL			1	1	1	1	1	
	IBM CORPORATION	DUCKETT		COPY	1	1	1	1	1	
	IBM CORPORATION	HARGREAVES		COPY	1					
	IBM CORPORATION	HENDRIX		COPY	1	1	1	1	1	
	IBM CORPORATION	AGRAWOFF		COPY	1	1	1	1	1	
	IBM CORPORATION	COMM LIB		COPY	1	1	1	1	1	
	IBM CORPORATION	WILDER		COPY	1	1	1	1	1	
	IBM CORPORATION	CORP MKT LIB		COPY	1	1	1	1	1	
	IBM CORPORATION	BURO		COPY	1	1	1	1	1	
	IBM CORPORATION	CALLION		COPY	1	1	1	1	1	
	IBM CORPORATION	O'DORICO		COPY	1	1	1	1	1	
1	IDC SERVICES	BRENNER	9500	PERPETUAL	NO SELECTION	2				
1	INFORMATION ASSOCIATES	NELSON	11000	PERPETUAL	NO SELECTION	2				
1	LITTON COMPUTER	WOLFE	22950	PERPETUAL	1	1	1	1	1	
	LITTON COMPUTER	CLUDWORTH			1	1	1	1	1	
	LITTON COMPUTER	HARRINGTON		COPY	1	1	1	1	1	
	LITTON COMPUTER	HUSTON		COPY	1	1	1	1	1	
1	LOCKHEED CORP	WICKER	23085	PERPETUAL	2	2	2	2	2	
1	MGT SCIENCE AMERICA	LA ROGUE	15675		2	2	2	2	2	
1	MCKINSEY & CO	KLEIN	5000		2	2				
1	NYNEX CORPORATION	SANTORO	24300	PERPETUAL	3	3	3	3	3	
1	STERLING SOFTWARE	MOORE	16500		NO SELECTION	2				
1	SUNDATA CORP	RYAN	8500		NO SELECTION	2				
1	TRW-ISO	FREEMAN	20400	MUST SELECT SOFTWARE RPT	2					
1	US WEST INC.	SPLANE	20400		NO SELECTION	2				
INTERNAL DISTRIBUTION					80	17	17	17	17	

24	374232	149	57	55	55	55
TOTAL	TOTAL \$	TOTAL REPORTS/SUMS	SUMS	RPTS SENT	RPTS SENT	RPTS SENT

SHIPPED:
TENTATIVE SHIP DATE:

Randi

MSSA		MSSV		MSEM	MAPS
RPTS	SENT	RPTS	SENT	PRES	
2		2		1	
2		2			
2				1	
1		1		1	
1		1		1	
2		2		1	
4		4		1	
2		2		1	
2		2		1	
1		1			
1		1			
1		1			
1		1			
1		1			
1		1			
1		1			
1		1		1	
1		1		1	
1		1		1	
1		1		1	
2		2		1	
				1	
3		3		1	
				1	
2		2		1	
				1	
17		17		17	0

[illegible]

CLIENT		CONTRACT		AGREEMENT TYPE		FCSU		LARGE SYSTEMS MODULE		FLSM	
COUNT	COMPANY NAME	CONTACT	AMOUNT \$			SUMS	RPTS SENT	FLSU	FLSV	FLSM	RPTS SENT
1	AT&T IS SERVICE	CONNOLLY	27500	PERPETUAL		2	2	2	2	2	2
1	BROADVIEW ASSOCIATES	BARD	4394	TELECON	NO SELECTION	2	2				
1	CONCURRENT COMPUTER	SPELLMAN	14250	PERPETUAL		2	2				
1	CONTROL DATA CORP	KENNEDY	18500			2	2	2		2	
1	DATA GENERAL	LAPIDE	8075	PERPETUAL		2	2				
1	DICTAPHONE	LAUD	8500	TELECON	NO SELECTION	2	2				
1	GOULD COMPUTER SYSTEMS	GEESSE	15000	PURCHASE ORDER		2	2				
1	HEWLETT-PACKARD	SULLIVAN	10000	PURCHASE ORDER	NO SELECTION	2	2				
1	IBM CORPORATION	ROTONDARO	26125	PERPETUAL		5	2	2	2	2	2
	IBM CORPORATION	GOODMAN		COPY		1	1	1		1	1
	IBM CORPORATION	BURDETT		COPY		1	1	1	1	1	1
1	INTELOGIC TRACE	OMEN	22800	PERPETUAL		5	2				
1	NYNEX CORPORATION	CAMINEZ	21500	PERPETUAL		2	2	2	2	2	2
1	NCR CORPORATION	RECEIVING	27500	PURCHASE ORDER		2	2	2	2	2	2
1	SPERRY CORPORATION	VOLK	8500			2	2				
1	US WEST	SPLANE	12750	TELECON	NO SELECTION	2	2				
INTERNAL DISTRIBUTION						24	18	18	18	18	18
14	TOTAL		225394	TOTAL \$	TOTAL REPORTS/SUMS	60	48	30	28	30	30
						SUMS	RPTS SENT	RPTS SENT	RPTS SENT	RPTS SENT	RPTS SENT

WEEKLY RENEWAL REPORT

Program	Total Clients	Renewed			Verbal			Cancelled			Unresolved		
		To Date		Weekly Change	To Date		Weekly Change	To Date		Weekly Change	#	%	Weekly Change
		#	%		#	%		#	%				
ISP	40	16	40	+2	5	12	-2	11	28	+1	8	20	-1
CSP	22	10	45	0	4	18	0	1	5	0	7	32	0
CAMP	41	24	59	+1	3	7	-1	8	19	+2	6	15	-2
MAPS	42	23	55	+1	4	9	-1	5	12	+1	10	24	-1
TOTAL ALL U.S. PROGRAMS	145	73	50	+4	16	11	-4	25	17	+4	31	22	-4

Note: Includes U.S. programs only

Date of Report: 1/11/85All Field Sales staff called to confirm (✓) Yes
() NoPrepared by: RP

CANCELLATIONS:

ISP

~~Arthur Anderson~~
~~Consumers Power~~
~~Ford Motor~~
~~GM~~
~~Hughes Aircraft~~
~~Michigan Consolidated~~
~~Northrop~~
~~Ohio Edison~~
~~PPG~~
~~Standard Oil~~
~~TRW~~

CSP

Metaphor

Amel
Castro
Diconix
MAAS

CAMP

~~*Avco~~
~~Babcock and Wilcox~~
~~Dun and Bradstreet~~
~~GSI~~
~~*Grumman~~
~~IDB North. Ireland~~
~~ITT~~
~~Moore~~

MAPS

~~Ashland~~
~~*Avco~~
~~Metier~~
~~Michigan Consolidated~~
~~SEI~~

* = new cancellation

6.25.15



268 Co's on list 1978-1984

INDUSTRY	State	COMPANY	CAMP								MAPS								ISP								FSP								Merger Date			
			78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	
13	IL	Arthur Andersen	X	X	X	X	X	X	X										X	X	X	X	X	Spec X														
13	MT MO	AT+T	X	X	X	X	X	X	X	X					X	X			X																			
13	NJ	AT+T Long Lines		X	X	X	X	X	X					X	X	X			X																			
13	NJ	ADP	X	X	X					78 X	X	X	X	X	X				SES X																			
13	IN	Anacomp		X		X	X	X		X	X		X	X	X																							
1	CA	Andahl																	RS X	R X	R X	X	X	X	X													
	NY	Allen + Co		X																																		
	NJ	American Electric																																				
2	CA	Atlantic Computers																	X	X	X	X	X	X														
5	MA	AVCO			X	X	X	X	X				X	X	X	X			X	X																		
	CA	ATSA											Spec X	Spec X	Spec X	Spec X																						
2	PA	Aviation + Communications																																				
	MI	American National Bank																																				
	OH	Asiocracy																																				
2	NJ	American Insurance																																				
	PA	ARA Services																																				
6		Auton																																				
1	CA	Apple																																				
		Allied Data																																				

1. Industry
2. Process Mfg
3. Transportation

4. Utilities
5. Bank/Fin.
6. Insurance
7. Medical
8. Education
9. Retail

10. Wholesale
11. State/Local Govt
12. Fed. Govt

13. Service
14. Other



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



State	COMPANY	CAMP								MAPS								ISP								FSP							
		78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84				
5	IL First Natl Bank Chicago							X				X	X							X													
5	MA First Natl Bank Boston							X																									
1	CA Fairchild Camera & Inst.															X																	
5	PA Fidelity Bank															X																	
1	MI Ford Motor															X	X	X	X	X	X												
5	TX First Natl Bank 3, Texas															X	X	X	X	X	X												
	First Natl Bank															X																	
5	MD First Natl Bank Baltimore																X		X														
1	CA Fourphase																X																
	MS Federal Agency Austin																				Y												
																					Y												



State	COMPANY	CAMP								MAPS								ISP								FSP							
		78	79	80	81	82	83	84		78	79	80	81	82	83	84		78	79	80	81	82	83	84		78	79	80	81	82	83	84	
MD	GEISCO	X	X	X	X	X	X	X	X	X	X	X	X	X	X																		
NY	Gruumman	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																	
	General Dynamics									Spec X																							X
MI	General Motors																																
CA	Gm-Canada																			X	X	X	X	X	X								
FL	GTL					X	X	X												X	X	X	X	X	X							X	
MD	Lincoln														X																		
	General Atlantic					X								X																			
	GST					X																											



[illegible]



State	COMPANY	CAMP								MAPS								ISP								FSP							
		78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84				
1	NY GA IBM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	SES	VW																
1	NY CA MTEL	X			X				X							X	VW																
	GA Informatics				X	X	X		X	Spec	X	X	X	X		X	VW																
6	NJ Inesco															X																	
4	NY ITT				X		X	X	Spec	X				X		SES	SES																
	NJ INA Corp.															X	X									X	X						
4	IL Illinois Bell																X	X	X														
2	NY Jott Paper																X	X	X														
	Intestate Business								X	Spec	X																						
4	ICL Corp.																																
	Int. Bus. Syst. Inc.				Spec	X								X																			
1	Quebec 1810 Canada																																
13	Quebec 10A Ireland							X																									
13	Quebec 10B Northern Ire							X	X																								
	CA IDC Service															Spec	X	X															
	Inform. Technology															Spec	X	X															



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]



	State	COMPANY	CAMP								MAPS								ISP								FSP							
			78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84				
	OH	OKI Electric																X ^W																
4	OH	Ohio Bell																X	X	X														
13	CA	Optimum Sys.			X						X																							
4	OH	Ohio Edison																			X	X												
4	IN	Orange Rockland Util. Co.																			X													
		Bn Line Knox Dist												X																				
13	IL	OAG																			X	X												



[illegible]



State	COMPANY	CAMP								MAPS								ISP								FSP							
		78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84				
	Qualex			X					X	X																							



[illegible]



State	COMPANY	CAMP								MAPS								ISP								FSP										
		78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84
PA	^(Sunbelt) Sun Info Svc	X	X	X				X	X	X	X	X	X	X	SES X		X	X	X	X																
WI	Smith, A D							X				X	X																							
CA	Servicio Dimensional Ltd							X																												
PA	Sperry Univac							X							VUS SES X																					
IL	Standard Oil of Indiana														X	X	X	X																		
CT	Service Bureau Company														SES X																					
NH	Sales Fifth Ave.															VUS X																				
CA	Security Pac Bank		X	X	X			X									X	X																		
KS	Singer																X	X																		
TX	St Regis ACQ																X	X	X	X	X	X														
	Software 116														X	X																				
	Secor				X	X																														
	Scientific Computers												X	X	X	X																				
CO	(Storage Tech) Storage Technology Corp																																			
MD	STSC				X						X																				X					
VA	Satellite Bus Corp.																																			
	Starline Svc					X									X	X			X																	
CA	Svensen																																			
CA	Science Rpt.																																			



State	COMPANY	CAMP								MAPS								ISP								FSP							
		78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84	78	79	80	81	82	83	84				
	Software Science						X						X		(SEE THORN - ENCL.)																		
4	South New England												X																				
1	NS Schein Plowch																																
	SET Corp												X	X	X																		
2	MD Soc. Security Ad.																																
2	MI Stroh Brewery																			X	X												
	MA Strategic Info						X	X					X	X	X					X	X												
5	NY Standards Poor										X																						



[illegible]



[illegible]



[illegible]



[illegible]



INPUT USA
RENEWALS BY WEEK 1982/1986

RENEWALS BY WEEK 1982/1983																					
NOVEMBER											DECEMBER					JANUARY					
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL	MTB	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	TOTAL	MTB	TOTAL	QTR	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL	MTB
CAMP																					
1982	0	23950	22100	38600	94650	7300	15300	0	0	11000	33600	118250	1982	0	0	0	0	0	0	0	
1983	0	0	15650	23750	39400	3075	23700	14400	0	0	46175	95575	1983	0	7300	0	15000	22300	0	0	
1984	16575	8075	14164	30643	69457	32059	30175	6443	7650	15625	91962	161419	1984	0	9500	0	29570	39070	0	0	
1985	0	0	0	74806	74806	0	18900	40264	10116	0	69280	144086	1985	0	0	17000	3000	20000	0	0	
													1986	0	0	0	0	0	0	0	
CSP																					
1982	0	0	0	0	0	0	15000	0	0	23550	38550	38550	1982	0	0	0	0	0	0	0	
1983	0	8075	0	0	8075	0	19475	0	0	28088	47563	55638	1983	0	0	0	15675	15675	0	0	
1984	0	0	38575	8500	47075	0	16250	0	32000	19125	67375	114450	1984	0	0	8500	0	8500	0	0	
1985	10000	0	26125	26719	62944	0	0	14250	50300	0	64550	127394	1985	0	0	0	20000	20000	0	0	
													1986	0	0	0	0	0	0	0	
MAPS																					
1982	0	15000	32725	78400	126125	13700	13700	26750	0	26750	80900	207025	1982	0	0	0	0	0	0	0	
1983	0	0	0	43450	43450	0	37050	31643	0	32232	100925	144375	1983	0	28700	0	16500	45200	0	0	
1984	0	37050	44461	101083	182599	30563	75300	13000	24750	4129	147742	330341	1984	0	0	24748	15000	39748	0	0	
1985	0	0	0	107451	107451	0	46050	72816	50425	0	169291	274742	1985	0	0	40875	0	40875	0	0	
													1986	0	0	0	0	0	0	0	
ISP																					
1982	0	15000	15000	81000	111000	75000	20000	11000	0	135000	241000	352000	1982	0	0	0	0	0	0	0	
1983	0	0	0	105200	105200	0	68275	17393	0	22475	108143	213243	1983	0	0	0	0	0	0	0	
1984	50000	32300	48950	29250	160400	38900	19467	23000	0	33282	114649	275049	1984	0	0	16500	16500	33000	0	0	
1985	0	0	15675	80819	96494	18525	2850	13946	3500	0	38821	135315	1985	0	0	52950	2500	56450	0	0	
													1986	0	0	0	0	0	0	0	
TOTAL 1982	0	53950	69825	198000	321775	96000	64000	37750	0	196300	394050	715825	1982	0	0	0	0	0	0	0	
TOTAL 1983	0	8075	15650	172400	196125	8075	143500	63436	0	82795	302906	498931	1983	0	36000	0	47175	83175	0	0	
TOTAL 1984	66575	77425	146050	169481	459531	101522	141192	42443	64400	72171	421728	981259	1984	0	8500	49748	61070	119318	0	0	
TOTAL 1985	10000	0	41800	289795	341595	18525	67800	141276	114341	0	341942	683537	1985	0	0	110825	6500	117325	0	0	
													1986	0	0	0	0	0	0	0	

12/20/85

[illegible]

WEEKLY RENEWAL REPORT

Program	Total Clients	Renewed			Verbal			Cancelled			Unresolved		
		To Date		Weekly Change	To Date		Weekly Change	To Date		Weekly Change	#	%	Weekly Change
		#	%		#	%		#	%				
ISP	40	16	40	+2	5	12	-2	11	28	+1	8	20	-1
CSP	22	10	45	0	4	18	0	1	5	0	7	32	0
CAMP	41	24	59	+1	3	7	-1	8	19	+2	6	15	-2
MAPS	42	23	55	+1	4	9	-1	5	12	+1	10	24	-1
TOTAL ALL U.S. PROGRAMS	145	73	50	+4	16	11	-4	25	17	+4	31	22	-4

Note: Includes U.S. programs only

Date of Report: 1/11/85

Prepared by: RP

All Field Sales staff called to confirm (✓) Yes
() No

CANCELLATIONS:

ISP

Arthur Anderson
Consumers Power
Ford Motor
GM
Hughes Aircraft
Michigan Consolidated
Northrop
*Ohio Edison
PPG
Standard Oil
TRW

CSP

Metaphor

Andahl
Cadyphor
Diconix
NRS

May
cancel

CAMP

*Avco
Babcock and Wilcox
Dun and Bradstreet
GSI
*Grumman
IDB North. Ireland
ITT
Moore

MAPS

Ashland
*Avco
Metier
Michigan Consolidated
SEI

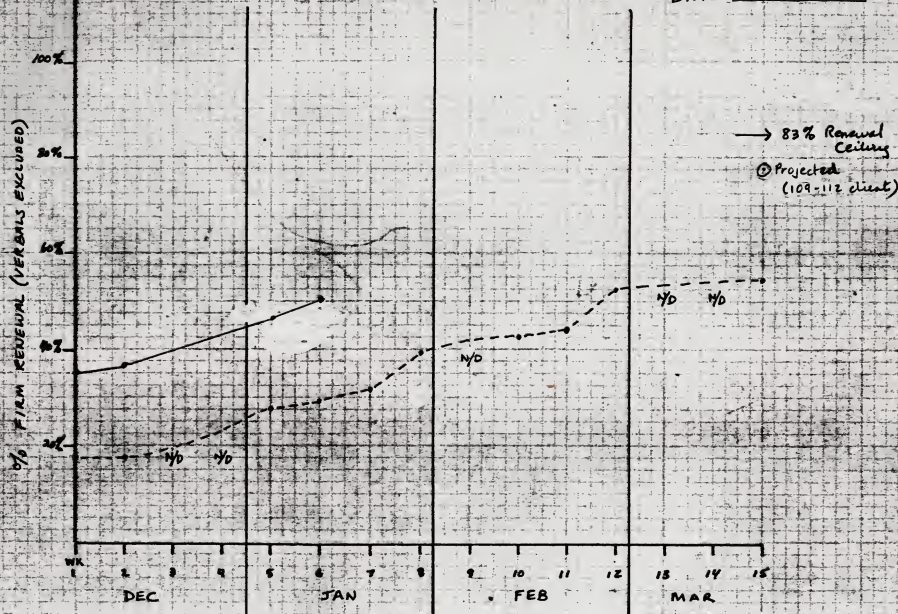
* = new cancellation

6.25.15



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)

DATE: 1/11/85



--- 1984 Renewals

— 1985 Renewals

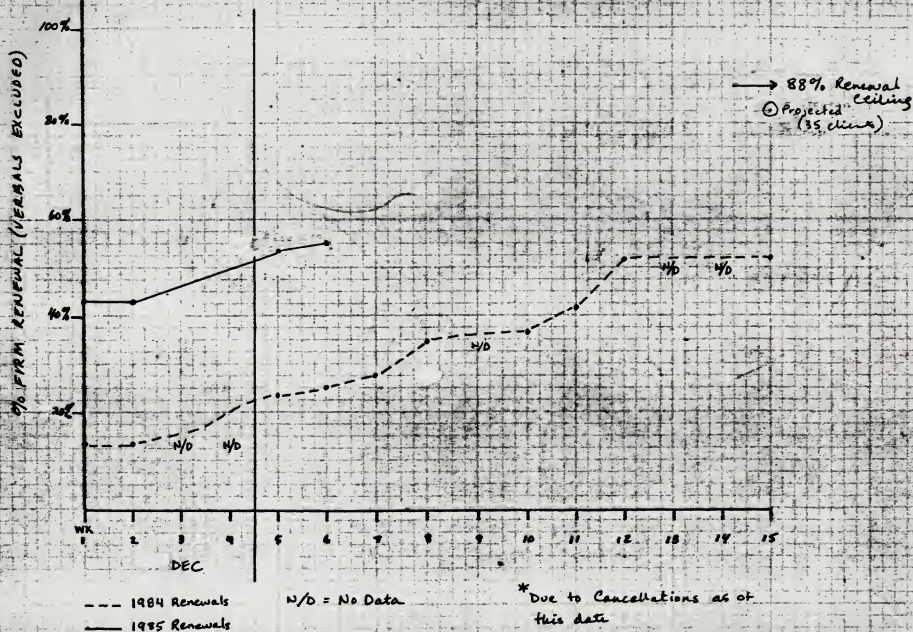
N/D = No Data

* Due to Firm Cancellations
as of this date

STAFF: RP

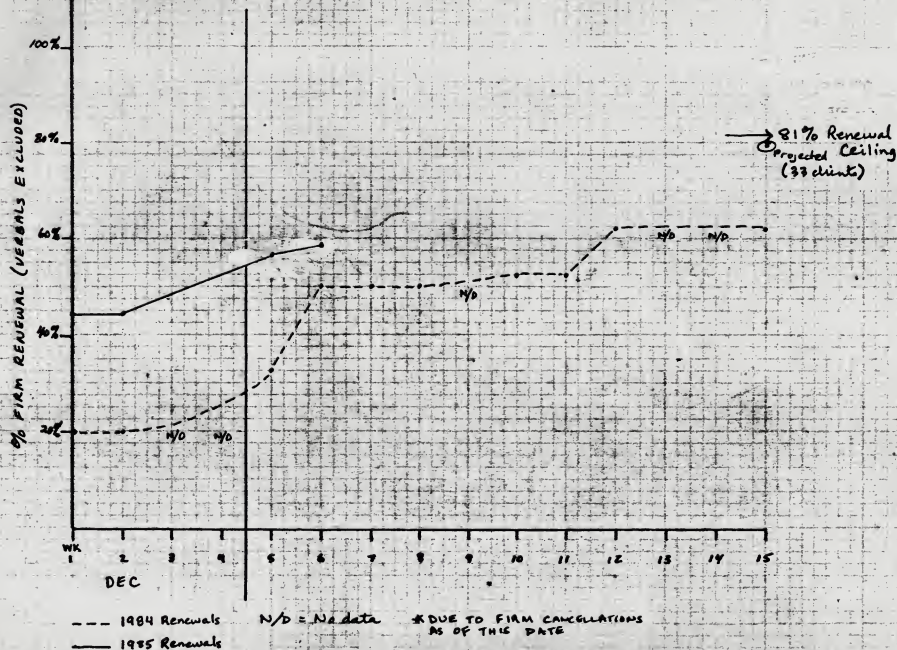
PROGRAM: MAPS

DATE OF REPORT: 11/11/85



STAFF: RP

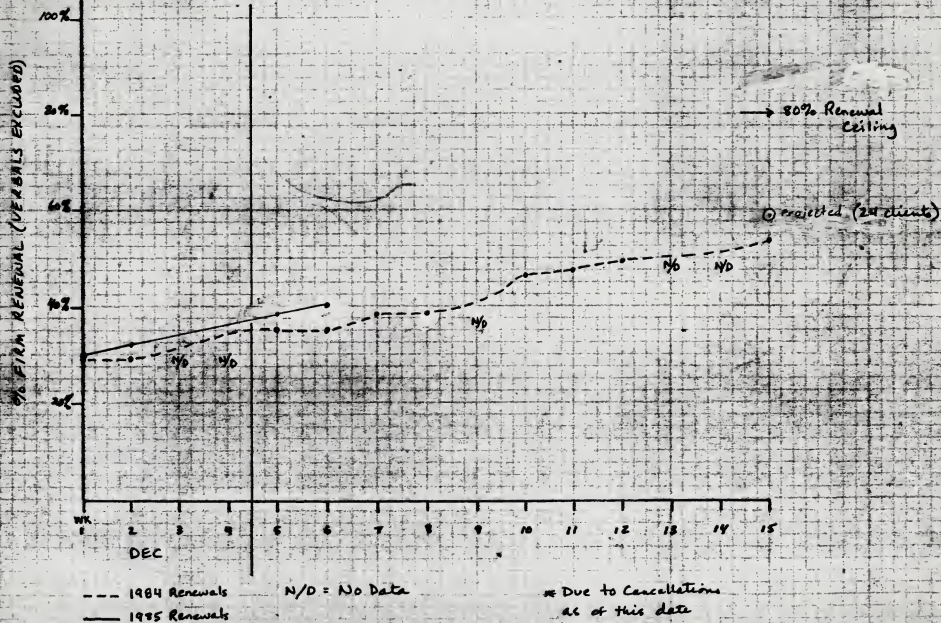


PROGRAM: CAMPDATE: 1/11/85STAFF: RP



PROGRAM: ISP

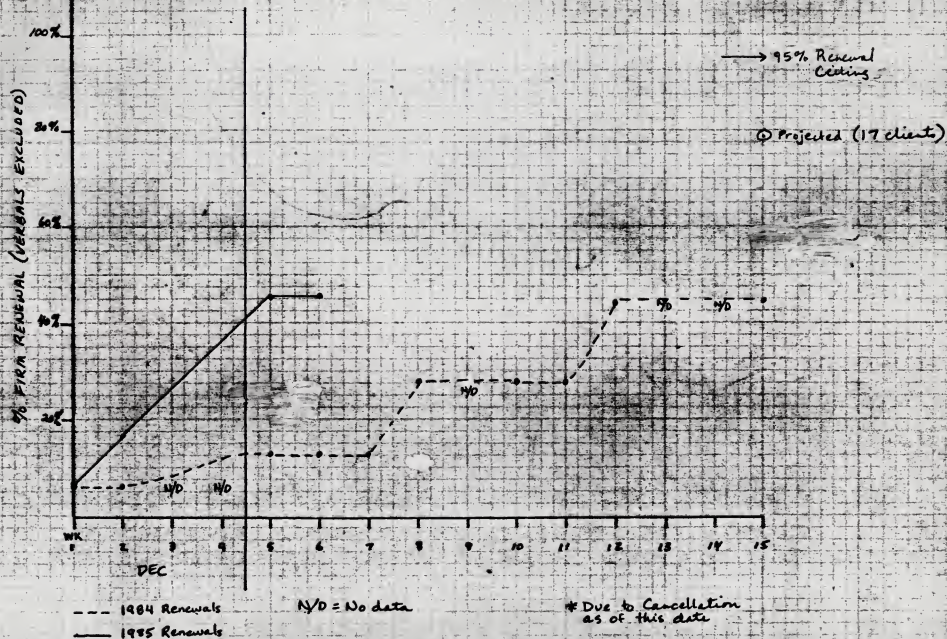
DATE: _____

STAFF: RP



PROGRAM: CSP

DATE: 1/11/85



STAFF: RP



INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

CONFIDENTIAL

Date

1/11/85

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH		X	
American Hoechst	HCT	X		
American President	GDH	X		
Arthur Andersen	NAH			X
Ashland	WHD	X		
Bell Atlantic Venture	HCT			
CIGNA	LRM			
Clark-O'Neill	HCT	X		
CSC	GDH	X		
Consumers Power	NAH			X
Federal Mogul	NAH			
1st Nat'l Louisville	WHD		X	
Ford Motor	NAH			X
Fujitsu, Ltd.	ODS			
General Motors	NAH			X
GTE	HCT		X	
Hammermill Paper	HCT	X		
Hogan Systems	GDH	X		
Hughes Aircraft	GDH			X
IBM	HCT	X		
Litton Mellonics	GDH	X		
Marriott Corp	GRA	X		
Matsushita	HCT		X	
Michigan Consolid	NAH			X
National Semi	GDH			
Northrop	GDH			X
Ohio Edison	NAH			X
PPG Industries	HCT			X
Rochester G & E	HCT	X		
Champion (St. Regis)	NAH			

INPUT



INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Schering Plough	HCT	X		
Social Security Adm	WHD		X	
SNET	LRM	X		
Square D	NAH	X		
Standard Oil, IN	NAH			X
Strohs Brewery	NAH	UNRENEWED		
TRW	GDH			X
U.C., Berkeley	GDH	X		
Virginia Power	WHD	X		
F. W. Woolworth	WHD			



CUSTOMER SERVICES PROGRAM - 1985 Renewals

Date 1/11

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH			
AT&T	HCT	X		
Capterfone	GDH			
Centronics	LRM			
Compugraphic	LRM			
Computervision	LRM			
CDC	NAH	X		
Data General	LRM		X	
Datapoint	GDH	X		
Diconix	NAH			
DEC	LRM		X	
Hewlett-Packard	GDH	X		
Honeywell	LRM	X		
IBM	HCT	X		
ICL, Ltd.	KLH	X		
Interline	GDH		X	
McAUTO	GDH	X		
Memorex	GDH	X		
Metaphor	GDH			X
NAS	GDH			
NCR	NAH	X		
Zilog	GDH		X	

CSP/EUROPE

3M	NAH	X		
BURROUGHS	NAH			
CDC	NAH	X		
HEWLETT-PACKARD	GN	X		
AMDHL	GN			
PERKIN ELMER	MT			
NCR	KLH			

X INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date

1/17

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
ATIT	NCT	X		
Ameritrust	NAH			
Anacomp	PAC/NAH			
ADR	HCT		X	
Arthur Andersen	NAH	X		
AVCO	LRM			X
Babcock & Wilcox	WHD			X
Bank of America	GDH	X		
Broadview	PAC/HCT	X		
Boeing CS	GDH	X		
Candle Corp	GDH			
Cincinnati Bell	NAH	X		
Citicorp	LRM	X		
CSC	GDH	X		
CDC	NAH	X		
Database Design	NAH	X		
Dun & Bradstreet	LRM	Picked up software module for MAPS		X
EDS	GDH	X		
GEISCO	HCT	X		
GSI	KLH			X
GTE	HCT	X		
Grumman	LRM			X
Hewlett-Packard	GDH	X		
Hogan Systems	GDH	X		
IBM	HCT	X		
IDA, Ireland	KLH		X	
IDB, N. Ireland	KLH			X
ITT Corporation	HCT			X
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
McAuto	NAH	X		
Mellon Bank	HCT		X	

INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Moore Business Frms	HCT			X
The NewTrend Group	NAH			
Norwest Information	NAH			
Rand Information	GDH	X		
Samsung	GDH			
Strategic Info	LRM	X		
Thorn-Emi	KLH	X		
TRW	GDH	X		
U.S. West	GDH	X		

INPUT



MARKET ANALYSIS AND PLANNING SERVICE - 1985 Renewals

Date 1/11

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
AT&T	HCT	X		
Anacomp	PAC/NAH			
ADR	HCT		X	
Ashland	WHD			X
AVCO	LRM			X
Babcock & Wilcox	WHD	X		
Bank of America	GDH	X		
Bell Research	HCT	X		
Broadview	PAC/HCT			
Boeing CS	GDH	X		
Canada Systems Grp.	NAH			
Cincinnati Bell	NAH	X		
Citicorp	LRM	X		
Clark-O'Neill	HCT		X	
CSC	GDH	X		
Computer Task Grp	HCT			
EDS	GDH	X		
GTE	HCT	X		
Grumman	LRM			
Hogan Systems	GDH	X		
IBM	HCT	X		
IDC Services	GDH	X		
Info Associates	HCT		X	
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
MSA	WHD	X		
McAuto	NAH	X		
Mellon Bank	HCT		X	
Metier	GDH			
Michigan Consolid	NAH			X
				X

INPUT



MARKET ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
NCR	NAH			
Norwest Information	NAH			
Philadelphia Suburb	HCT			
Rand Information	GDH	X		
Scientific Computers	NAH			
SEI	HCT			X
Sterling Software	GDH	X		
Strategic Info	LRM	X		
SunData	HCT	X		
TRW	GDH	X		
U.S. West	GDH	X		
Walker Interactive	GDH			

INPUT



BOOKED RENEWAL ORDERS REPORT

DATE-11/29/85 WK 5

					camp		MAPS		ISP		csp								
client	rene- wed	ver- bal	can- cel	Unr	1985 (\$)	1986 (\$)	+/- %	1985 (\$)	1986 (\$)	+/- %	1985 (\$)	1986 (\$)	+/- %	1985 (\$)	1986 (\$)	+/- %	1985 (\$)	1986 (\$)	+/- %
amdahl				2							4			13			17		
amer hoes	1										23	16	-30				23		
apl			2		8.5	0	-100				16.2	0	-100				24.7		
analyintl	1				7.5	10.5	40										7.5		
anr			1	X							20						20		
arth ander	1				8.5	10.5	24										8.5		
ashland			1								24.3	0	-100				24.3		
att	2	1			8.5	17.5		32.4	19.8					22.5			63.4		
b&W				1				11.5									11.5		
b of amer				2	8.5			19.5									28		
bell atlan				1				17.5									17.5		
b c of pa											9.5						9.5		
bcs	1				7.7	10.5	36	24.7	27	9							32.4		
broadview	1				8.5	8.5	0	16.5	17.2	4							25.2		
burroughs				1												3	3		
csg	1	X						7	10.5			3	3				10		
cigna	1										19	16.5	-13				19		
cin bell		2				3		8									11		
cincom				1				5.5									5.5		
citibank				2	7			13									20		
citicorp.				1										23			23		
clark			1	2				17.5	0	-100	18	0	-100				35.5		
cde		1			8.5			22								18	48.5		
com task				1				17.5									17.5		
csc	1				7.7	9.5	23	19.5	24.3	25	15.3	7.2	-53				42.5		
comserv				1				5.5									5.5		
data card				1												11.5	11.5		
dg	1															8.5	8.5	0	8.5
db design				1	3												3		
dictaphone			1								8.5						8.5		
dec			1					9.5	0	-100				8.5			18		
d & B				1				9.5									9.5		
educ test				1							9.5						9.5		
eds	1				7.2	10.5	46	19.5	27	38							26.7		
first chic				1				10									10		
float pt				1												8.5	8.5		
geisco/ge	1	X			0	10.5	new	9.5	11.0								9.5		
gould	1	3														8.5	15.0		
grumman				2				14.2								7.7	21.9		
gte data	2	1			7.3	10,500		23.5	27,000		27						57.8		
hammermil			1								19.5	0	-100				19.5		
hp	1	1			8.5											9.5	10.5	11	18
hogan				2				8.4			14.1						22.5		
honeywell				1										11.5			11.5		
ibm	1	X			8.5	12.7		24.9	27.4		22.9	12.0		22.5			27.5	22	78.8
ida				1	8.5												8.5		
idc serv	1							9	9.5	6							9		
info assoc		1						10									10		
intelogic				1												18.5	18.5		
interline				1												14.9	14.9		
icl			1													16.2	16.2		
litton	3				6.5	11.0		21.9	23.0		20.5						48.9		
lockheed				2	7.2			23.4									30.6		
msa				2	4			17.5									21.5		
marriott			1								24.4	0	-100				24.4		
memorex			1													8.5	0	-100	8.5
metech				1												10.5	10.5		

NOT A RENEWAL

total comments:

86 +/-
\$) (%)

- 16 csp to be reduced **to 10-13K**
16 -30cash
0 -100 ~~all~~ **no money**
0.5 40 ~~****~~
0.5 ~~probable cancel hct handle~~ **Cancelled no money**
0.5 24 ~~****~~
0 -100sent counterproposal **(CSP + OFF sites MAPS/CAMS)**
~~Verbal on 27 csp/100% of rest expected~~
~~vacation til 11/27~~ **Acquiring UCCEL - send new proposal**
could be budget problems
probable renewal ¹⁹⁸⁶ organization chg
probable renewal
- 7.5 16 ~~****~~
5.7 3 ~~****~~
primary subscript. cancelled-sell direct
13.5 ~~Verbal on apr 12k in 86/need bill in 86~~
6.5 -13 ~~cash ****~~
~~will off-site att selection~~ **Verbal 12.5K off site**
- > Contact not made yet
+ Maps
isp cancel due to budget/~~maps verbal~~
~~csp weak/decide by 11/27/fisop renew bundled~~
~~Verbal Cams rest tentative~~ **Expect more staff cuts next wk**
41 ~~probable renewal~~
~~renewed/but split billing reqd. ****~~
probable renewal
weak-organization changes
- 8.5 0
Decision 12/18
verbal csp 8.5k/needs bill in 86 **-decision 12/20**
0 -100 ~~all~~ **Cancelled MAPS** ~~(no funds CSP - they are looking~~
~~Get PAC contact name~~ ~~for CSP funding no dec til mid Dec.~~
~~"wants to wait until receives 85"/probable renewal 86~~
- 7.5 40 ~~****~~
probable renewal/budget problems
- 0.5 ~~10cams new order/maps verb at 10.5k special ****~~
5.0 ~~csp 20k verbal/p.o. next week~~ ~~invoice ****~~
~~decision 11/27~~
~~verbal full renewal maps/cams=unk i.e.p. Verbal 15P~~
- 0 -100salary cuts/maybe in 87
-100verbal cams 8.5/csp booked
contact out 10 days
verbal cancel/sent counter-proposal
- 78.2 ~~csp firm/verbal on others~~ ~~Verbal 55K rest~~
telexed 11/21 for selections/considering maps
- 9.5 6 ~~call to sell presentation ****~~
Verbal renewal for special HCT to close 12/14/85
credibility problems/likely renewal
probable renewal
verbal csp full **20K**
- 40.8 ~~****~~
~~problem account/credibility problems-serious~~ **Renewal**
~~probable renewal with work~~ **GDA visit 12/19** **Split bill**
~~decision next week~~ **Call for decision 12/16**
- 0 -100program to general/rmp to send counteroffer
0 -100no money/~~off~~ **to try to** sell burroughs primary

probable renewal

contact out/probable renewal / call 12/17 for decision

33.7 0 *****

0 -100don't use materials/no sponsor on staff hct t

15 85 *****

Keith to follow-up

~~decide next wk~~ Organization change moved to Dick Gibbs 12/13/85

probable renewal -decision moved to Pres.

16.5 -36 *****

~~marginal acct-no decision til 12/20~~ cancelled

probable renewal-no decision til 12/20

16.5 -39 *****

call Watten 12/16

16.5 -29 *****

probable renewal-contact to call back

verbal isp 16.5-do not book yet

probable upgrade

CAMS FIRM / MAPS ~~NO CANCELLED~~, NO USE

switch to cams likely-downgrade of \$\$\$

verbal-both progs/no order til 12/85

cancel likely/received no reports-~~imp to make~~ offer sent

~~verbal cams/maps~~ csp unr

18.5 -15 ~~cash *****~~

GDH contact

3 0 *****

343. -79.

mcdonnell	1				7.7	8.0		14							18		39.7	
nas				1											8.5		8.5	
ncr				1											22.5		22.5	
northrup				1							19						19	
nynex	2				8.1	8.1	0	25.6	25.6	0							33.7	
ohio edis			1								10	0	-100				10	
perkin elm	1														8.1	15	85	8.1
philips				1											11.5			11.5
prime				1											8.5			8.5
rand				2	7.6			15.7										23.3
rochester	1										25.6	16.5	-36					25.6
ryder			1	X	5	Ø												5
scient com				1				9.5										9.5
schering	1										27	16.5	-39					27
sorbus				1											8.5			8.5
snet	1										23.2	16.5	-29					23.2
sperry				1											8.5			8.5
square d		1									25.6							25.6
sterling				1				9.5										9.5
strategic	1		1	X	7.7	9.9		15.4	Ø									23.1
sundata		1						16.6										16.6
syst cntrl		2				6		13.8										19.8
3 M				1											6.7			6.7
trw	2	1		.1	7.2	10.5		19.6	24.0						22.5			49.3
univ calif	1										21.8	18.5	-15					21.8
u.s. west				2	5.7			18.4										24.1
va elec	1										3	3	0					3
total	20	15	8	46	200.	88.5	-56.	607.	141.	-77.	477.	111.	-77.	345.	61.5	-82.	1628	

INPUT USA
RENEWALS BY WEEK 1982/1986

	NOVEMBER					DECEMBER							JANUARY				
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL MTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	TOTAL MTH	TOTAL QTR	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL MTH
CAMP																	
1982	0	23950	22100	38500	84500	7300	15300	0	0	11000	33600	118250	1982	0	0	0	0
1983	0	0	15650	23750	39400	8075	23700	14400	0	0	46175	85575	1983	0	7300	0	22300
1984	16575	8075	14164	30643	69457	32059	30175	6443	7650	15635	91962	161419	1984	0	8500	0	38070
1985	0	0	0	74906	74906	0	0	0	0	0	0	74806	1985	0	0	17000	20000
													1986	0	0	0	0
CSP																	
1982	0	0	0	0	0	15000	0	0	0	23550	38550	38550	1982	0	0	0	0
1983	0	8075	0	0	8075	0	19475	0	0	28088	47563	55638	1983	0	0	0	15675
1984	0	0	38575	8500	47075	0	16250	0	32000	19125	67375	114450	1984	0	0	8500	8500
1985	10000	0	26125	26719	62844	0	0	0	0	0	0	62844	1985	0	0	0	20000
													1986	0	0	0	0
MAPS																	
1982	0	15000	32725	78400	126125	13700	13700	26750	0	26750	80900	207025	1982	0	0	0	0
1983	0	0	0	43450	43450	0	37050	31643	0	32232	100925	144375	1983	0	28700	0	45200
1984	0	37050	44461	101088	182599	30563	75300	13000	24750	4129	147742	330341	1984	0	0	24748	39748
1985	0	0	0	107451	107451	0	0	0	0	0	0	107451	1985	0	0	40875	40875
													1986	0	0	0	0
ISP																	
1982	0	15000	15000	81000	111000	75000	20000	11000	0	135000	241000	352000	1982	0	0	0	0
1983	0	0	0	105200	105200	0	68275	17393	0	22475	108143	213343	1983	0	0	0	0
1984	50000	32300	48850	29250	160400	38900	19467	23000	0	33282	114649	275049	1984	0	0	16500	33000
1985	0	0	15675	80819	96494	0	0	0	0	0	0	96494	1985	0	0	52950	56450
													1986	0	0	0	0
TOTAL 1982	0	53950	69825	198000	321775	96000	64000	37750	0	196300	394050	715825	1982	0	0	0	0
TOTAL 1983	0	8075	15650	172400	196125	8075	148500	63436	0	82795	302806	498931	1983	0	36000	0	83175
TOTAL 1984	66575	77425	146050	169481	459531	101522	141192	42443	64400	72171	421728	881259	1984	0	8500	49748	119318
TOTAL 1985	10000	0	41800	289795	341595	0	0	0	0	0	0	341595	1985	0	0	110825	117325
													1986	0	0	0	0

WEEKLY RENEWAL REPORT

Program	Total Clients	Renewed			Verbal			Cancelled			Unresolved		
		To Date		Weekly Change	To Date		Weekly Change	To Date		Weekly Change	#	%	Weekly Change
		#	%		#	%		#	%				
ISP	40	16	40%	0	5	12%	0	11	28%	0	8	20%	0
CSP	22	11	50%	+1	3	14%	-1	2	9%	+1	6	27%	-1
CAMP	41	24	59%	0	3	7%	0	8	19%	0	6	15%	0
MAPS	42	23	55%	0	4	9%	0	5	12%	0	10	24%	0
TOTAL ALL U.S. PROGRAMS	145	74	51%	+1	15	10%	-1	26	18%	+1	30	22%	-1

Note: Includes U.S. programs only

Date of Report: 2/1/85Prepared by: RPAll Field Sales staff called to confirm (✓) Yes
() No**CONFIDENTIAL**

Cancellations:

ISP

Arthur Anderson
 Consumers Power
 Ford Motor
 GM
 Hughes
 Michigan Consolidated
 Northrop (may not be lost?)
 Ohio Edison
 PPG
 Standard Oil
 TRW

CSP

Metaphor
 Diconix **

CAMP

Avco
 Babcock and Wilcox
 D&B
 GSI
 Grumman
 IDB
 ITT
 Moore

MAPS

Ashland
 Avco
 Metier
 Michigan Consolidated
 SEI

Direct Mail - PC Module.

Hold off Lee Schur.

INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

Add Stats to this Report
Date 12/7/84

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH		X	
American Hoechst	HCT	X		
American President	GDH	X		
Arthur Andersen	NAH			
Ashland	WHD	X		
Bell Atlantic Venture	HCT	✓		
CIGNA	LRM	✓		
Clark-O'Neill	HCT	X		
CSC	GDH	X		
Consumers Power	NAH			X
Federal Mogul	NAH	✓		
1st Nat'l Louisville	WHD	✓		
Ford Motor	NAH	✓		?
Fujitsu, Ltd.	ODS	✓		
General Motors	NAH	✓		?
GTE	HCT	✓		
Hammermill Paper	HCT	✓		
Hogan Systems	GDH	X		
Hughes Aircraft	GDH	✓		
IBM	HCT		X	
Litton Mellonics	GDH	X		
Marriott Corp	GRA	X		
Matsushita	HCT	✓		
Michigan Consolid	NAH			X
National Semi	GDH	✓		
Northrop	GDH			X
Ohio Edison	NAH	✓		
PPG Industries	HCT	✓		X
Rochester G & E	HCT	X		
Champion (St. Regis)	NAH	✓		

INPUT



INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Schering Plough	HCT	X		
Social Security Adm	WHD			
SNET	LRM	X		
Square D	NAH		X	
Standard Oil, IN	NAH			?
Strohs Brewery	NAH			
TRW	GDH			X
U.C., Berkeley	GDH	X		
Virginia Power	WHD			
F. W. Woolworth	WHD			

20

12

3

4



CUSTOMER SERVICES PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH ✓			
AT&T	HCT		X	
Carterfone	GDH ✓			
Centronics	LRM ✓		X	
Compugraphic	LRM ✓		X	
Computervision	LRM ✓			
CDC	NAH		X	
Data General	LRM ✓		X	
Datapoint	GDH	X		
Diconix	NAH ✓			
DEC	LRM		X	
Hewlett-Packard	GDH			
Honeywell	LRM		X	
IBM	HCT	X		
ICL, Ltd.	KLH		X	
Interline	GDH		X	
McAUTO	GDH		X	
Memorex	GDH		X	
Metaphor	GDH			X
NAS	GDH ✓			
NCR	NAH	X		
Zilog	GDH ✓		X	

CSP/EUROPE

3M

NAH

X

BURROUGHS

NAH

CDC

NAH

X

INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
ATIT	NCT	X		
Ameritrust	NAH			
Anacomp	PAC/NAH			
ADR	HCT			
1. Arthur Andersen	NAH	X		
AVCO	LRM	UNRESOLVED	AVCO IS BEING ISSUED	
Babcock & Wilcox	WHD			
Bank of America	GDH	X		
Bell Research	HCT			
Broadview	PAC/HCT			
Boeing CS	GDH		X	
Candle Corp	GDH			
Cincinnati Bell	NAH	X		
Citicorp	LRM	X		
CSC	GDH	X		
CDC	NAH			
Database Design	NAH	SUBSISTENCE IN WORK		
Dun & Bradstreet	LRM			X
EDS	GDH	X		
GEISCO	HCT CRA	X		
GSI	KLH			
GTE	HCT	X		
Grumman	LRM			
Hewlett-Packard	GDH	X		
Hogan Systems	GDH	X		
IBM	HCT			
IDA, Ireland	KLH		X	
IDB, N. Ireland	KLH			
ITT Corporation	HCT			
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
McAuto	NAH		X	
Mellon Bank	HCT			
Memo Rex	GDH	X		

INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Moore Business Frms	HCT			
The NewTrend Group	NAH			
Norwest Information	NAH			
Rand Information	GDH	X		
Samsung	GDH			
Strategic Info	LRM	X		
Thorn-Emi	KLH	X		
TRW	GDH	X		
U.S. West	GDH	X		

INPUT



MARKET ANALYSIS AND PLANNING SERVICE - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
<i>AT&T</i>	<i>HCT</i>	X		
Anacom	PAC/NAH			?
ADR	HCT			
Ashland	WHD			X
AVCO	LRM			
Babcock & Wilcox	WHD			?
Bank of America	GDH	X		
Bell Research	HCT	X		
Broadview	PAC/HCT			
Boeing CS	GDH		X	
Canada Systems Grp.	NAH			
Cincinnati Bell	NAH	X		
Citicorp	LRM		X	
Clark-O'Neill	HCT			
CSC	GDH	X		
Computer Task Grp	HCT			
EDS	GDH	X		
GTE	HCT	X		
Grumman	LRM			
Hogan Systems	GDH	X		
IBM	HCT		X	
IDC Services	GDH	X		
Info Associates	HCT			
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
MSA	WHD	X		
McAuto	NAH		X	
Mellon Bank	HCT			
Metier	GDH			
Michigan Consolid	NAH			X
				X

INPUT



MARKET ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

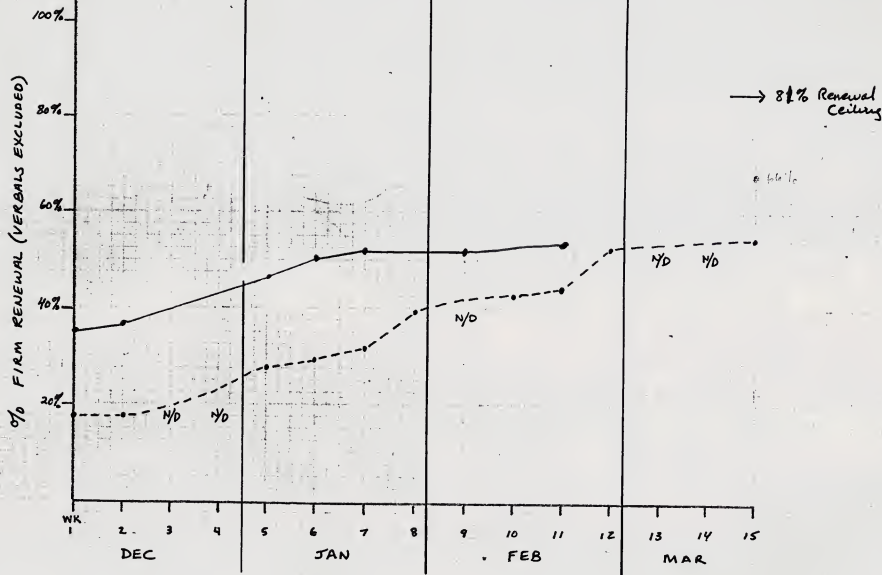
CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
NCR	NAH			
Norwest Information	NAH			?
Philadelphia Suburb	HCT			
Rand Information	GDH	X		
Scientific Computers	NAH			
SEI	HCT			
Sterling Software	GDH	X		
Strategic Info	LRM	X		
SunData	HCT	X		
TRW	GDH	X		
U.S. West	GDH	X		
Walker Interactive	GDH			

INPUT



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)

DATE: 2/01/85



--- 1984 Renewals
 — 1985 Renewals

N/D = No Data

* Due to firm Cancellations
 as of this date

STAFF: RP



PROGRAM RENEWAL PROCESS
THIRD QUARTER OF PROGRAM YEAR

SENIOR STAFF

Conduct Lost Business
Analysis

Regional Professional
Staff Meeting

Draft topics, change in
format (if necessary)
for coming year
Sign off on survey
mail list

Sign off on survey
package

Review results of
client survey

Present survey results
to Planning Meeting:
finalize topics, pro-
gram changes, pricing;
produce account assign-
ments

Sign off on renewal
package

MARKETING STAFF

Collect competitive
data

Competitive Analysis

Present results of
competitive
analysis

Produce cover letter
for client survey;
oversee production
of client survey
package

Draft renewal letter
and attachments

Finalize renewal
package - print

SUPPORT STAFF

Track renewals (Q'1)

Develop mailing lists for
client survey (key con-
tacts, program users)

Account responsibility
assignments; projected
sales quotas

Review client survey
mail list with Pms

Mail client survey

Start telephone follow-up to survey mailing

Analysis of results of client survey to Pms
and Sales

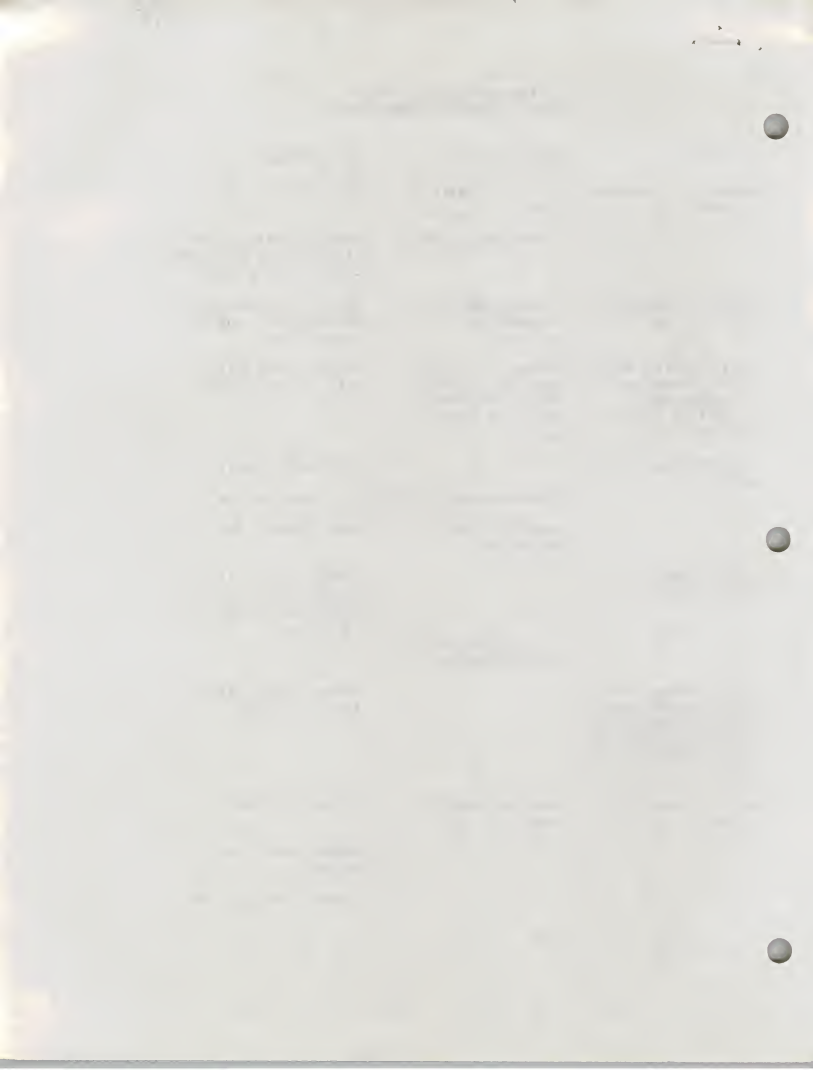
Develop mailing lists
by program, modules
purchased, account res-
ponsibility

Review renewal mailing
lists with Sales

Produce invoices

Renewal letter word
processed

Renewal package mailed



PROGRAM RENEWAL PROCESS
THIRD QUARTER OF PROGRAM YEAR

<u>WEEK</u>	<u>SENIOR STAFF</u>	<u>MARKETING STAFF</u>	<u>SUPPORT STAFF</u>
1		Input results of competitive analysis	Develop mailing lists for client survey (key contacts, program users)
2	Regional Professional Staff Meeting		Account responsibility assignments; projected sales quotas
3	Draft topics, change in format (if necessary) for coming year Sign off on survey mail list	Produce cover letter for client survey; oversee production of client survey package	Review client survey mail list with PMs
4	Sign off on survey package		Mail client survey
5		Start telephone follow-up to survey mailing	
6		Analysis of results of client survey to PMs and Sales	
7	Review results of client survey		Develop mailing lists by program, modules purchased, account responsibility
8		Draft renewal letter and attachments	
9	Present survey results to Planning Meeting: finalize topics, program changes, pricing; produce account assignments		Review renewal mailing lists with Sales
10	Sign off on renewal package	Finalize renewal package - print	Produce invoices
11			Renewal letter word processed
12			Renewal package mailed
13			

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY

No.	Name of Plant	Country of Origin	Remarks
1	Cotton	India	Ginned
2	Cotton	India	Ginned
3	Cotton	India	Ginned
4	Cotton	India	Ginned
5	Cotton	India	Ginned
6	Cotton	India	Ginned
7	Cotton	India	Ginned
8	Cotton	India	Ginned
9	Cotton	India	Ginned
10	Cotton	India	Ginned
11	Cotton	India	Ginned
12	Cotton	India	Ginned
13	Cotton	India	Ginned

1984 SUBSCRIPTION PROGRAM
RENEWAL CYCLE PLAN

CAMP, CSP, CSP-E, MAPS, MAPS-E, ISP

WK. JAN-JUN	ACTIVITY	RESPONSIBILITY	DATE ACCOMPLISHED	APPROVAL
2	Competitive Analysis <i>Preliminary</i> 1985 Program Structures - Pricing - Topics	PMs / JWG July Planning Meeting <i>MON EGA, VICE STAFF MTGS</i>	7/14 7/14 7/21	PM's PAC
3-7	Client Surveys - Analysis	DMcD/JDW	7/27	PMs
2-9	Account Responsibilities Projected Sales Quotas	JGG/JDW JDW	8/31 8/31	EIM JGG
9	Program Structure Complete	PMs	8/31 9/1	PAC
9	Renewal letter & attachments - Printed	DMcD	9/14	EIM/PMs
9	Client Lists for Renewal mailing	PMs - JDW (Coordinator)	9/14	GDH/HST
10	Renewal Invoices	RLF	9/14	GDH/HST
11-12	Production and Mailing	JDW (Coordinator)	9/21	JGG



1984 SUBSCRIPTION PROGRAM
RENEWAL CYCLE PLAN

FEDERAL INFORMATION SYSTEMS AND SERVICES PROGRAM

	<u>ACTIVITY</u>	<u>RESPONSIBILITY</u>	<u>DATE</u>	<u>APPROVAL</u>
6-9-84	Competitive Analysis	JF/MKTG	4/10	JF
3-7	Client Survey Mailed	Gay Adams	3/9	JF/GDH
9	Planning Meeting, 1984/85 - ideas - topics - program structure - pricing	John Frank	4/10	PAC
10	Program structure for 1984/85 complete; Renewal package ready	John Frank David McDougal (Coordinator)	4/20	PAC PAC/JF
10	Invoices produced	Renee Fenstermaker	4/20	JGG/GDH (review)
11-12	Renewal package produced and mailed	Production/JDW (Coordinator)	4/23	JGG



Regional Proj Staff Mtg.

IDEAS.

PM's ~~IDEAS~~ Compet Anal.
- Client Survey mailed ~~the~~ July 31.
Topics

Client Survey results 26/27.
Presented to Plan Mtg (Ob + Prod)

DRAFT
RENEWAL
PKG

- Topics
- Price.

Data ~~Data Ready~~ 9/11/84
Renewal ~~Letters~~ **OUT** 9/14/84

9/17/84 - INTO PROD.
9/20/84 - ~~MAIL~~ LAST OUT.



February 24, 1984

MEMO

TO: Ed, George, Harvey, David, Jan, Graham, Jack, Jim
FROM: Pete
SUBJECT: Renewal Program Notification

This year we want to start renewal letters, a series of them, at 1½ month intervals commencing in August. In November we should start telephone calls if they have not renewed.

Unless people say definite no, do not renew, we should continue a program without a renewal order until a decision is made. This means we should continue into the new year and not cut people off. This should be agreed with the sales organization so that any problems are identified. We should avoid offending customers that plan to renew but are simply going through the process.

After the first of the year, we should make personal visits to all companies who have not renewed.

In this regard, I'd like to make sure that we have personally visited all those companies that have not renewed.

Ed: Please produce a list of those companies that have not had such a visit and ensure that occurs as soon as possible.

INPUT



DRAFT
1984 Renewal Cycle Dates.

3/9/84

GOUT PROG. Client Survey Mailed

4/10/84

GOUT PROG: Planning Mtg 1984/85

4/20/84

GOUT PROG: 84/85 Renewal Data Ready

4/23/84

GOUT PROG: 84/85 Renewal Pkgs - Prod/Mail.

work

7/27/84

PROG: Client Surveys mailed (ISIP FSP CAMO
MAPS (UK + US))

8/30/84

1985 Annual Plan Mtg.

9/14/84

1985 Prog. Renewal Data Ready

9/17-21/84

1985 Prog Renew Pkgs - Prod + Mail



CAMP		MAPS		ISP		
1985	1986	1985	1986	1985	1986	1986

Week

1

2

3-

4

↓

16

~~Renewed~~
* 2%

Total # Clients

#

~~150~~ Renewed

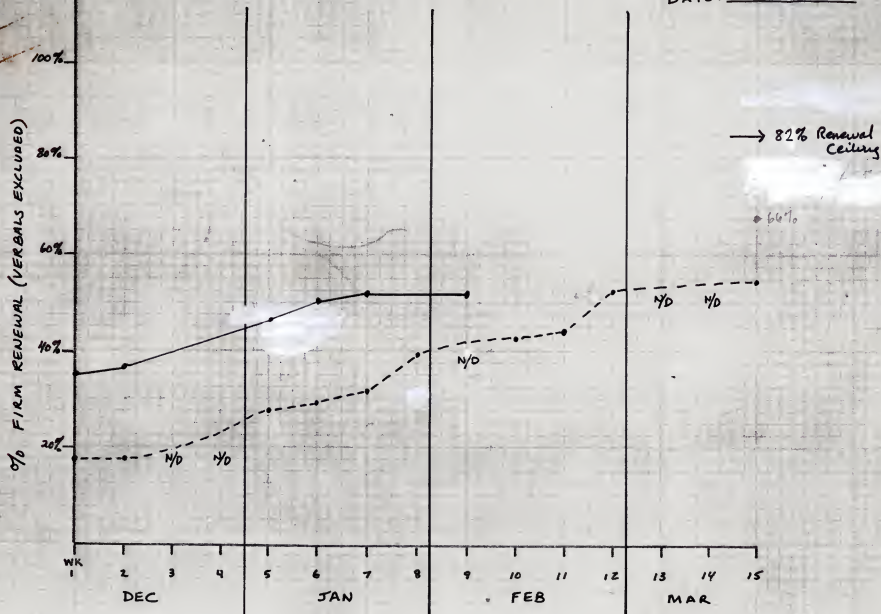
companies

% renewed

Weekly change

PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)

DATE: 2/21/85



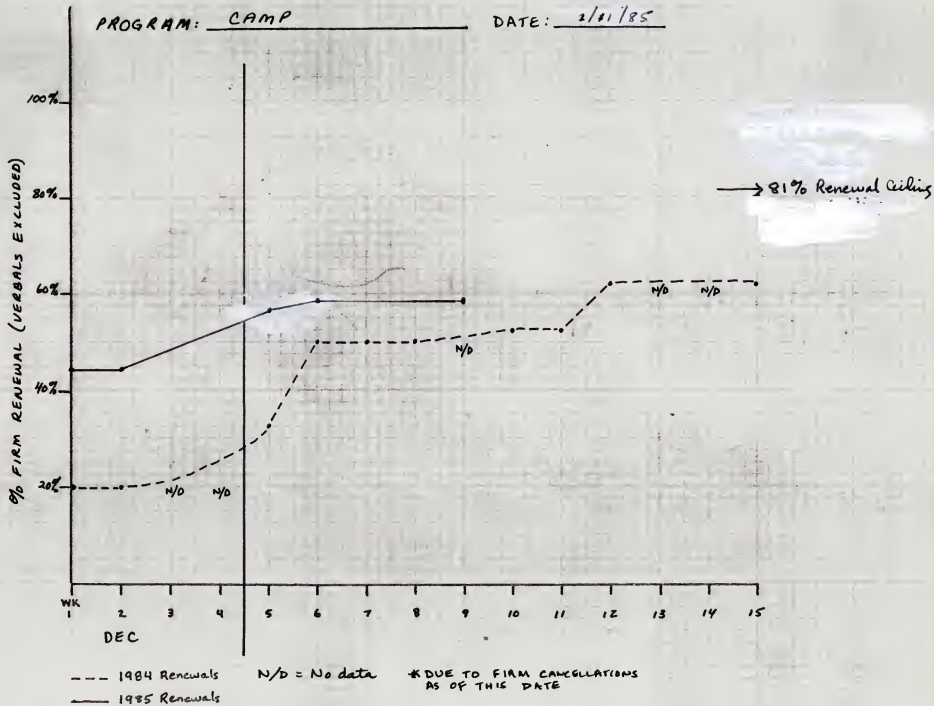
--- 1984 Renewals
 — 1985 Renewals

N/D = No Data

* Due to Firm Cancellations
 as of this date

STAFF: RP

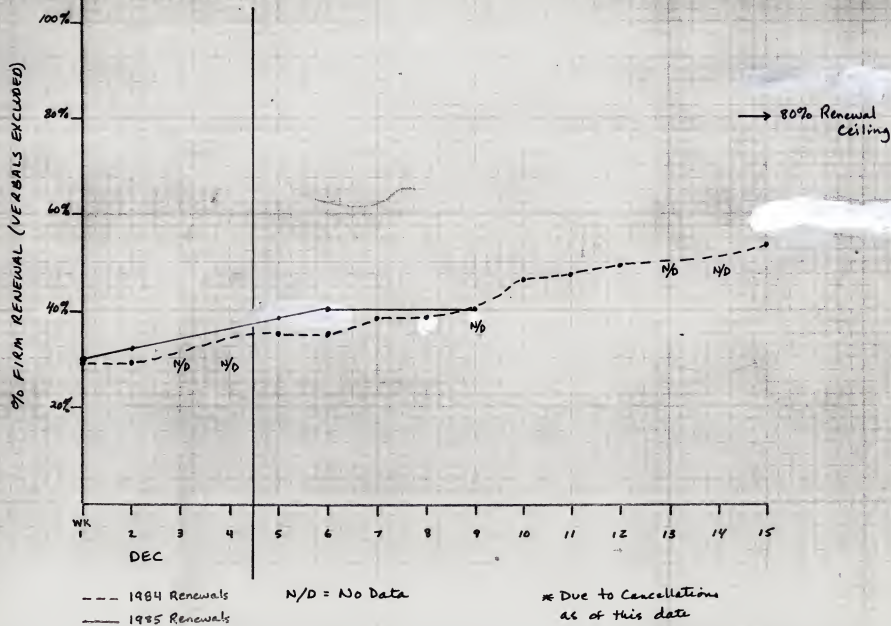


PROGRAM: CAMPDATE: 2/11/85STAFF: RP



PROGRAM: ISP

DATE: 2/1/85

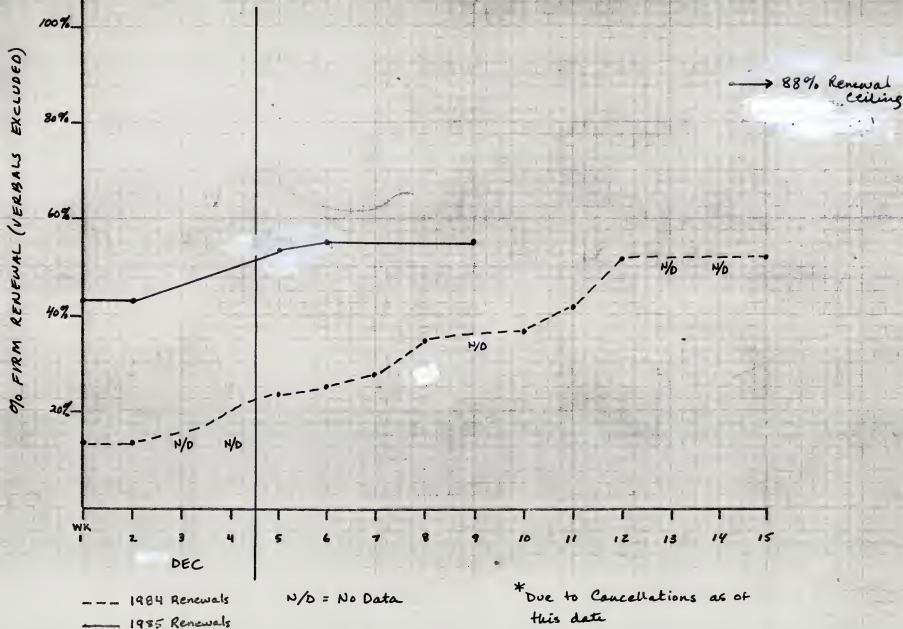


STAFF: RP



PROGRAM: MAPS

DATE OF REPORT: 2/11/85

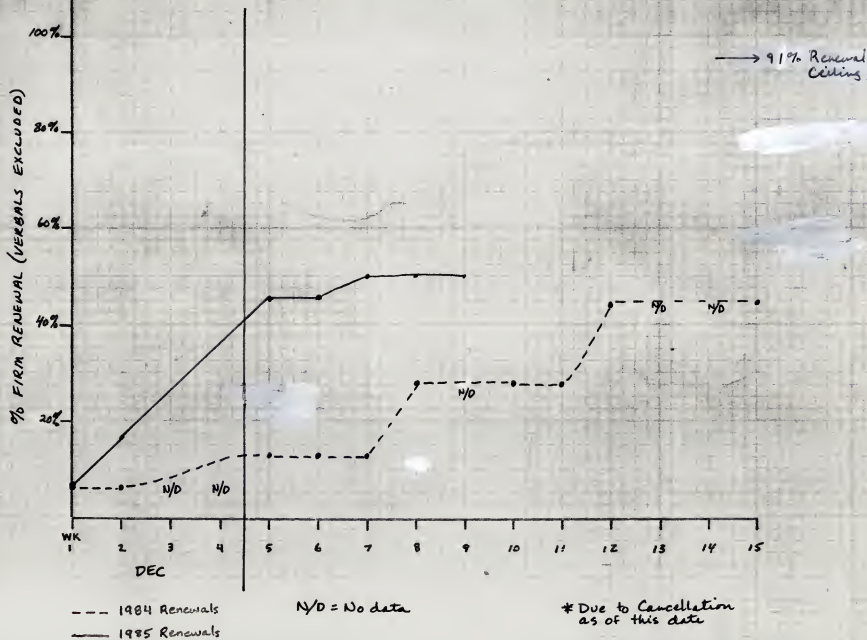


STAFF: RP



PROGRAM: CSP

DATE: 2/21/95



N/D = No data

* Due to Cancellation
as of this date

STAFF: RP



Renewal Summary:

only activity since 1/11/85 report is CSP.

Renewal activity has flattened out - affecting overall
renewal target graphs (see attached)

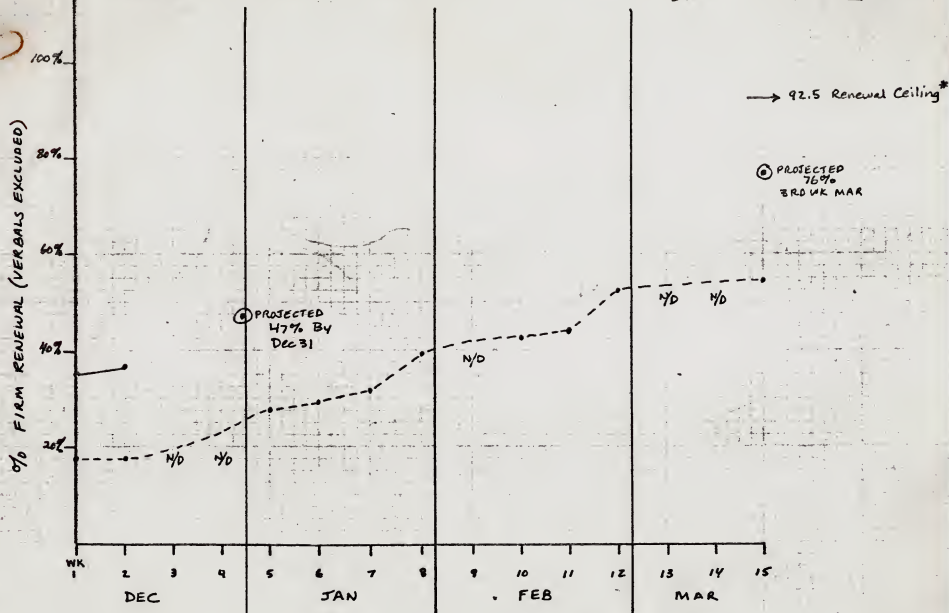
Jim has dollars to match this report.

Randi.



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)

DATE: 12/14/84



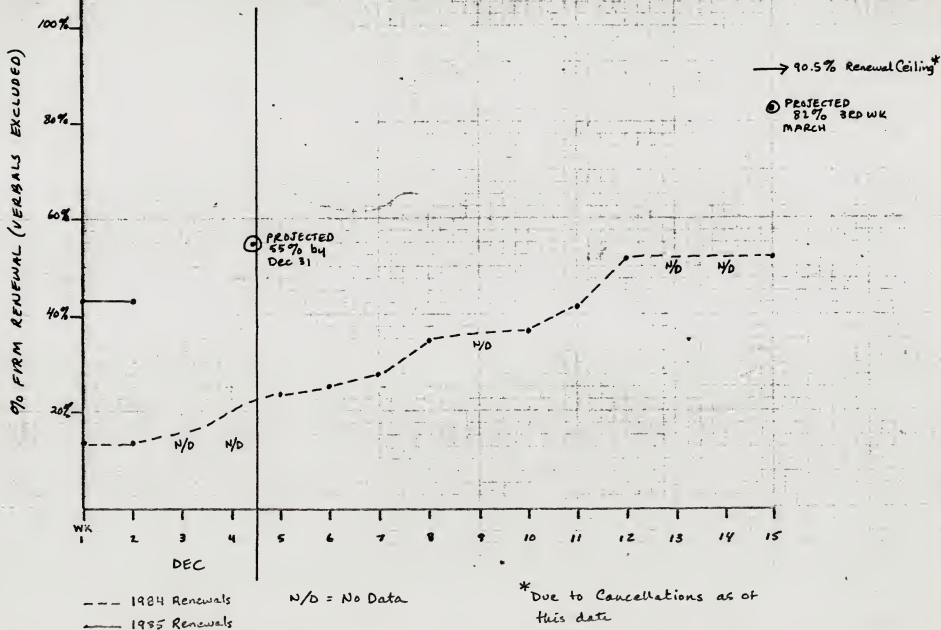
* Due to Firm Cancellations as of this date

STAFF: RP



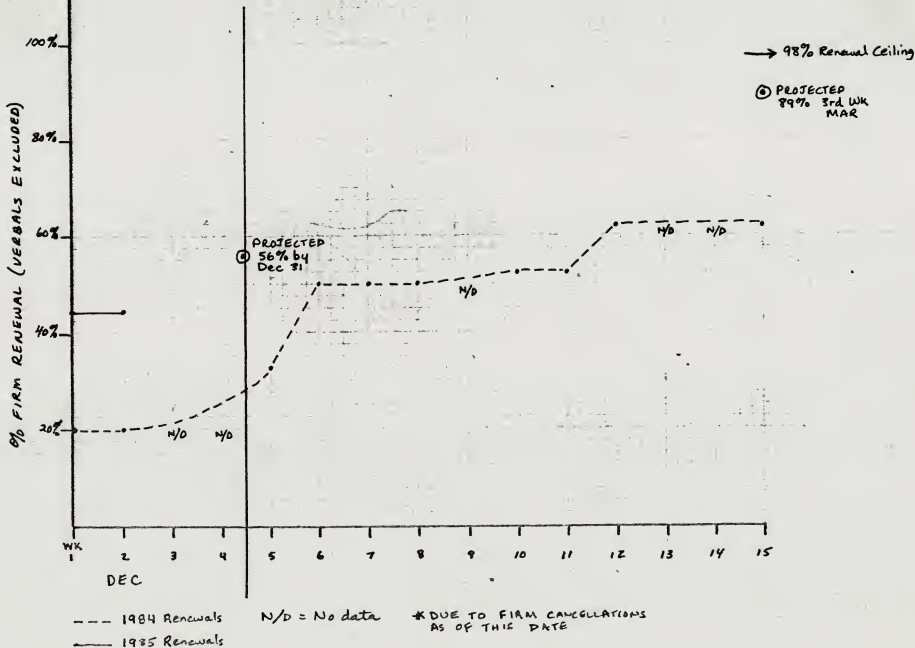
PROGRAM: MAPS

DATE OF REPORT: 12/14/84



STAFF: RD

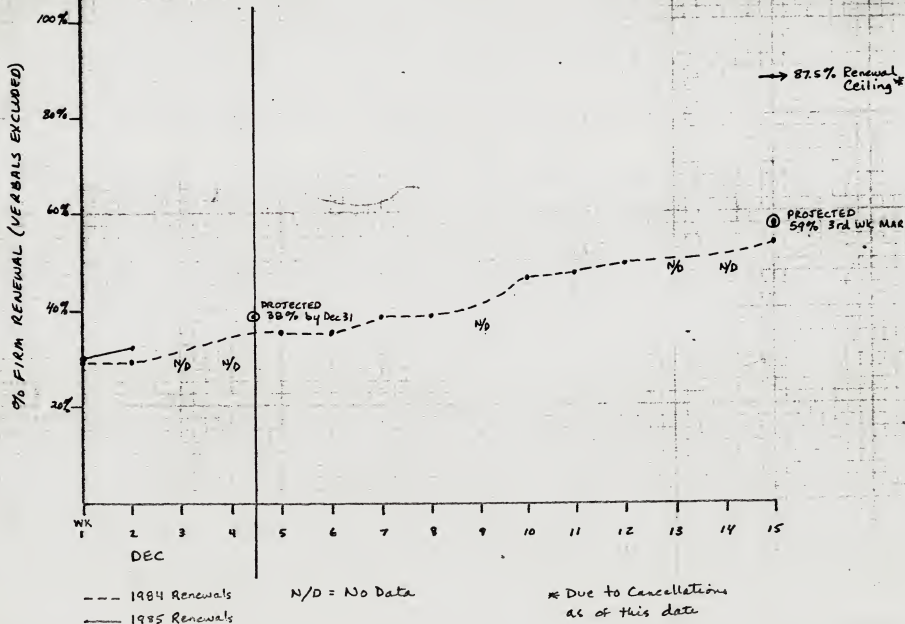


PROGRAM: CAMPDATE: 12/14/84STAFF: RP



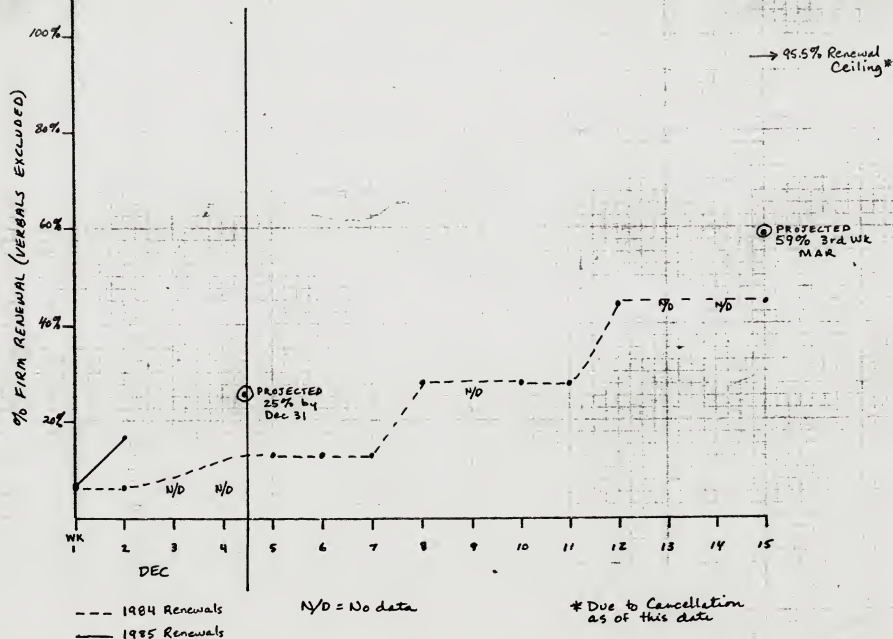
PROGRAM: ISP

DATE: 12/14/84



STAFF: RP



PROGRAM: CSPDATE: 12/14/84STAFF: RP



WEEKLY RENEWAL REPORT

Program	Total Clients	Renewed			Verbal			Cancelled			Unresolved		
		To Date		Weekly Change	To Date		Weekly Change	To Date		Weekly Change	#	%	Weekly Change
		#	%		#	%		#	%				
ISP													
CSP													
CAMP													
MAPS													
TOTAL ALL U.S. PROGRAMS													

Note: Includes U.S. programs only

Date of Report: _____

All Field Sales staff called to confirm (✓) Yes
() NoPrepared by: RP

CONFIDENTIAL



CONFIDENTIAL

INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

Date

1/4/85

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH		X	
American Hoechst	HCT	X		
American President	GDH	X		
Arthur Andersen	NAH			X
Ashland	WHD	X		
Bell Atlantic Venture	HCT			
CIGNA	LRM			
Clark-O'Neill	HCT	X		
CSC	GDH	X		
Consumers Power	NAH			X
Federal Mogul	NAH			
1st Nat'l Louisville	WHD		X	
Ford Motor	NAH			X
Fujitsu, Ltd.	ODS			
General Motors	NAH			X
GTE	HCT		X	
Hammermill Paper	HCT	X		
Hogan Systems	GDH	X		
Hughes Aircraft	GDH			X
IBM	HCT		X	
Litton Mellonics	GDH	X		
Marriott Corp	GRA	X		
Matsushita	HCT		X	
Michigan Consolid	NAH			X
National Semi	GDH			
Northrop	GDH			X
Ohio Edison	NAH			
PPG Industries	HCT			X
Rochester G & E	HCT	X		
Champion (St. Regis)	NAH			

**INPUT**



INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Schering Plough	HCT	X		
Social Security Adm	WHD		X	
SNET	LRM	X		
Square D	NAH	X		
Standard Oil, IN	NAH			X
Strohs Brewery	NAH	UNRESOLVED		
TRW	GDH			X
U.C., Berkeley	GDH	X		
Virginia Power	WHD		X	
F. W. Woolworth	WHD			



CUSTOMER SERVICES PROGRAM - 1985 Renewals

Date 1/4

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH			
AT&T	HCT	X		
Carterfone	GDH			
Centronics	LRM			
Compugraphic	LRM			
Computervision	LRM			
CDC	NAH	X		
Data General	LRM		X	
Datapoint	GDH	X		
Diconix	NAH			
DEC	LRM		X	
Hewlett-Packard	GDH	X		
Honeywell	LRM	X		
IBM	HCT	X		
ICL, Ltd.	KLH	X		
Interline	GDH		X	
McAUTO	GDH	X	X	
Memorex	GDH	X		
Metaphor	GDH			X
NAS	GDH			
NCR	NAH	X		
Zilog	GDH		X	

CSP/EUROPE

3M	NAH	X
BURROUGHS	NAH	
CDC	NAH	X
HEWLETT-PACKARD	LN	X
AMDHL	GH	
PERKIN ELMER	HCT	
NCR	KLH	

X INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
<i>ATIT</i>	<i>ACT</i>	X		
Ameritrust	NAH			
Anacomp	PAC/NAH			
ADR	HCT		X	
Arthur Andersen	NAH	X		
AVCO	LRM	UNRESOLVED	AVCO IS BEING RESOLVED	
Babcock & Wilcox	WHD			X
Bank of America	GDH	X		
Bell Research	HCT			
Broadview	PAC/HCT	X		
Boeing CS	GDH	X		
Candle Corp	GDH			
Cincinnati Bell	NAH	X		
Citicorp	LRM	X		
CSC	GDH	X		
CDC	NAH	X		
Database Design	NAH	X		
Dun & Bradstreet	LRM	Picked up software module for MAPS		X
EDS	GDH	X		
GEISCO	HCT	X		
GSI	KLH			X
GTE	HCT	X		
Grumman	LRM			
Hewlett-Packard	GDH	X		
Hogan Systems	GDH	X		
IBM	HCT		X	
IDA, Ireland	KLH		X	
IDB, N. Ireland	KLH			X
ITT Corporation	HCT			X
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
McAuto	NAH	X		
Mellon Bank	HCT		X	

INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Moore Business Frms	HCT			X
The NewTrend Group	NAH			
Norwest Information	NAH			
Rand Information	GDH	X		
Samsung	GDH			
Strategic Info	LRM	X		
Thorn-Emi	KLH	X		
TRW	GDH	X		
U.S. West	GDH	X		

INPUT



MARKET ANALYSIS AND PLANNING SERVICE - 1985 Renewals

Date

1/4

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
AT&T	HCT	X		
Anacomp	PAC/NAH			
ADR	HCT		X	
Ashland	WHD			X
AVCO	LRM			
Babcock & Wilcox	WHD	X		
Bank of America	GDH	X		
Bell Research	HCT	X		
Broadview	PAC/HCT			
Boeing CS	GDH	X		
Canada Systems Grp.	NAH			
Cincinnati Bell	NAH	X		
Citicorp	LRM	X		
Clark-O'Neill	HCT		X	
CSC	GDH	X		
Computer Task Grp	HCT			
EDS	GDH	X		
GTE	HCT	X		
Grumman	LRM			
Hogan Systems	GDH	X		
IBM	HCT		X	
IDC Services	GDH	X		
Info Associates	HCT		X	
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
MSA	WHD	X		
McAuto	NAH	X		
Mellon Bank	HCT		X	
Metier	GDH			
Michigan Consolid	NAH			X
				X

INPUT



MARKET ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
NCR	NAH			
Norwest Information	NAH			
Philadelphia Suburb	HCT			
Rand Information	GDH	X		
Scientific Computers	NAH			
SEI	HCT			X
Sterling Software	GDH	X		
Strategic Info	LRM	X		
SunData	HCT	X		
TRW	GDH	X		
U.S. West	GDH	X		
Walker Interactive	GDH			

INPUT



FEB. 8, 1985

RANDI,
HERE IS AN UPDATE OF THE RENEWAL STATUS I AM TRACKING. I
ONLY MADE ONE COPY FOR YOU, SO LET ME KNOW IF YOU NEED
ADDITIONAL ONES FOR DISTRIBUTION.

THE CHANGES YOU MIGHT WANT TO NOTE ARE AS FOLLOWS:

NORTHROP ISP IS NOW A RENEWED

SOCIAL SECURITY ADM. ACCOUNT RESPONSIBILITY HAS BEEN
CHANGED FROM BILL TO GAY

ZILOG CSP HAS BEEN CHANGED FROM A VERBAL TO AN
UNRESOLVED.

NATIONAL SEMI ISP IS A CANCELLED

I AM STILL TRACKING THIS ON A WEEKLY BASIS. I WILL
CONTINUE TO LET YOU KNOW OF CHANGES.

JAN

Program	Total Clients	Renewed			Verbal			Cancelled			Unresolved		
		To Date		Weekly Change	To Date		Weekly Change	To Date		Weekly Change	# %		Weekly Change
ISP	40	16	40%	+2	5	12%	-2	11	28%	+1	8	20%	-1
CSP	22	11	50%	+1	4	18%	-1	2	9%	+1	3	14%	-1
CAMP	41	24	59%	+1	3	7%	-1	8	19%	+2	6	15%	-2
MAPS	42	23	55%	+1	5	12%	-1	5	12%	+1	10	24%	-1
TOTAL ALL U.S. PROGRAMS	145	73	50%	+4	16	11%	-4	25	17%	+4	31	22%	-4

51

10

18

21

Note: Includes U.S. programs only

Date of Report: ~~10/11/84~~ 1/11/85Prepared by: RPAll Field Sales staff called to confirm (✓) Yes
() No~~No Cancellations: identify con~~
Cancellations:

CONFIDENTIAL

ISP
Arthur Anderson
Consumers Power
Ford Motor
GM
Hughes Aircraft
Michigan Cons.
Northrop
Onis Edison
PPG
Standard Oil
TRW

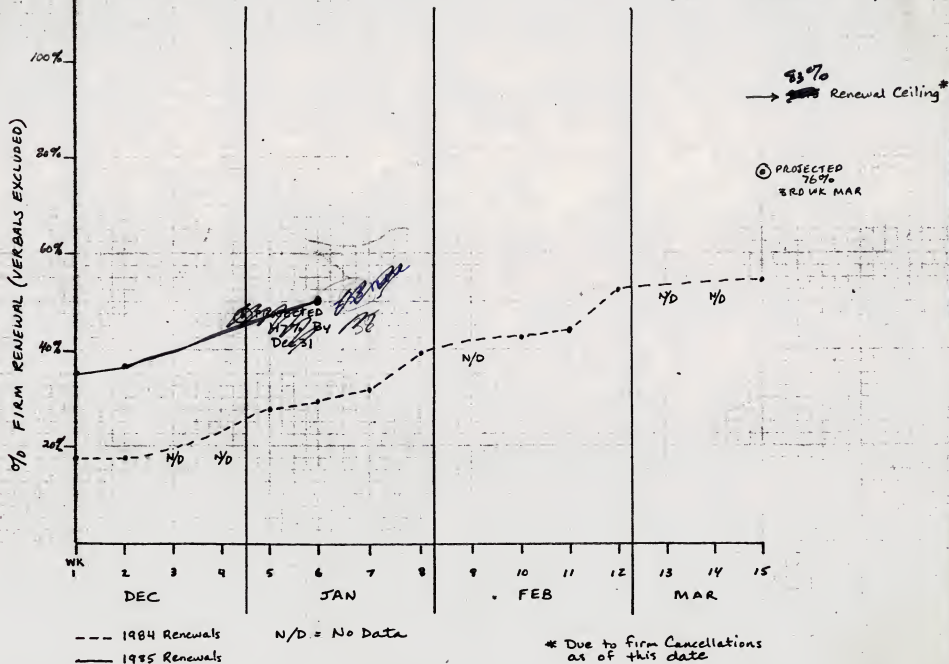
CSP
Metaphor
Diconix

CAMP
*AVCO
Gammann
Babcock + Wilcox
D+B
GSI
*Gammann
IOB
ITT
Moore

MAPS
Ashland
Metric
Michigan Consd.
*AVCO
SEI



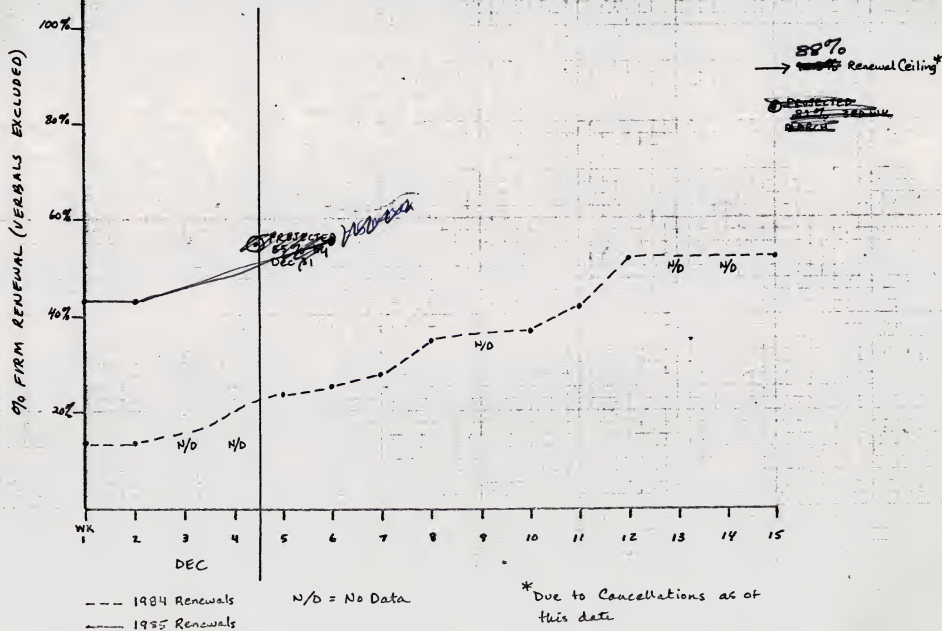
PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP) DATE: 1/11/85



STAFF: RP



DATE OF REPORT: 12/14/84



STAFF : RD



PROGRAM: CAMPDATE: 12/14/84

% FIRM RENEWAL (VERBALS EXCLUDED)

100%

80%

60%

40%

20%

WK

1

DEC

--- 1984 Renewals

— 1985 Renewals

N/D = No data

*DUE TO FIRM CANCELLATIONS
AS OF THIS DATE

→ ~~81% Renewal Ceiling~~

→ ~~Protected~~
90% ~~81% Ceiling~~
81% ~~ceiling~~

→ 81% Renewal Ceiling

2 3 4 5 6 7 8 9 10 11 12 13 14 15

PROTECTED
36% 1984
100% 1985

N/D

N/D

N/D

N/D

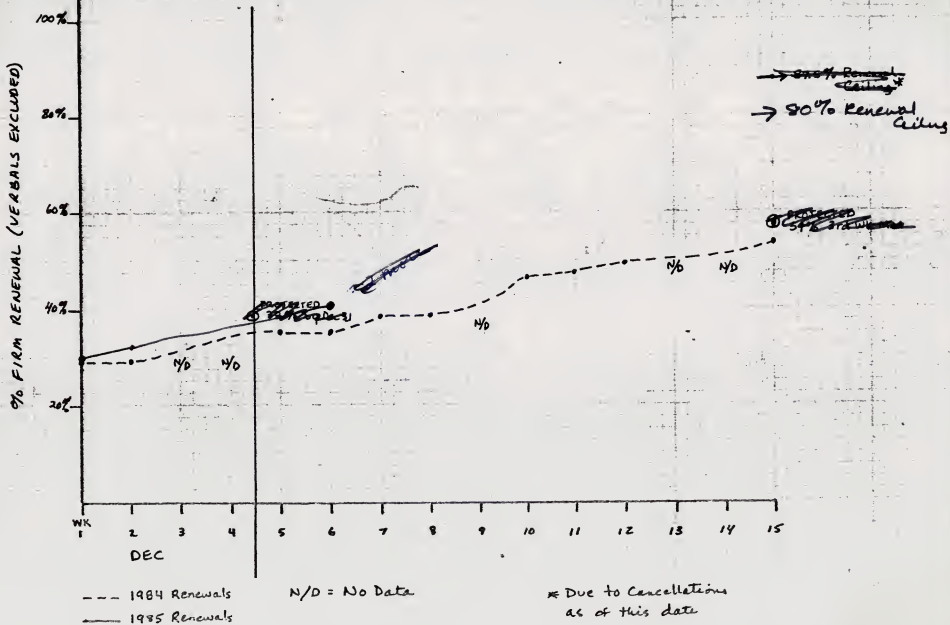
N/D

STAFF: RP



PROGRAM: ISP

DATE: 12/14/84

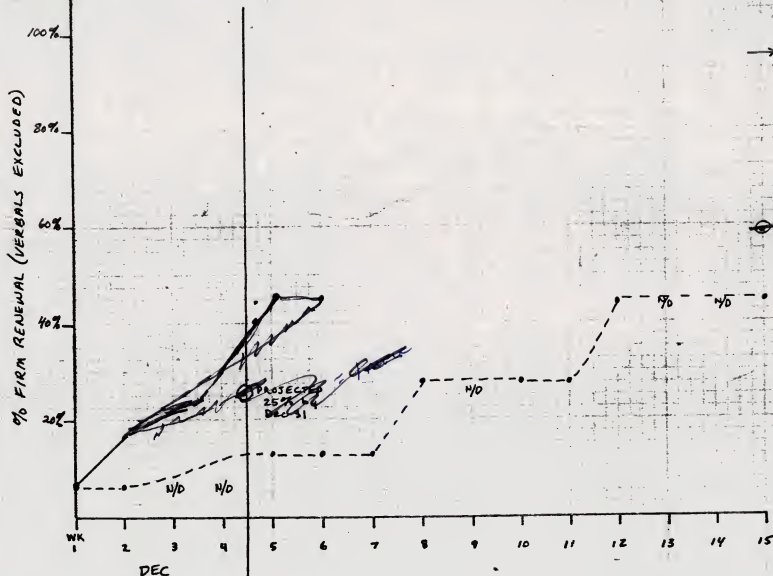


STAFF: RP



PROGRAM: CSP

DATE: 12/14/84



--- 1984 Renewals

— 1985 Renewals

N/D = No data

* Due to Cancellation as of this date

STAFF: RP



CONFIDENTIAL

INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

Date

12/14/84

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
--------	--------------	---------	--------	-----------

Amdahl	GDH		X	
American Hoechst	HCT	X		
American President	GDH	X		

Arthur Andersen	NAH (no Pres interv.)			
----------------------------	-----------------------	--	--	--

Ashland	WHD - Super	X		
---------	-------------	---	--	--

Bell Atlantic Venture	HCT (no Pres interv.)			
----------------------------------	-----------------------	--	--	--

CIGNA	LRM	Too general - nothing new - more specifics wanted		
-------	-----	---	--	--

Clark-O'Neill	HCT	X		
---------------	-----	---	--	--

CSC	GDH	X		
-----	-----	---	--	--

Consumers Power	NAH			X
-----------------	-----	--	--	---

Federal Mogul	NAH (no Pres interv.)			
---------------	-----------------------	--	--	--

1st Nat'l Louisville	WHD		X	
----------------------	-----	--	---	--

Ford Motor	NAH	} no pres interv.)		
Fujitsu, Ltd.	ODS			

General Motors	NAH			
----------------	-----	--	--	--

GTE	HCT		X	
-----	-----	--	---	--

Hammermill Paper	HCT		X	
------------------	-----	--	---	--

Hogan Systems	GDH	X		
---------------	-----	---	--	--

Hughes Aircraft	GDH - no pres interv.			
-----------------	-----------------------	--	--	--

IBM	HCT		X	
-----	-----	--	---	--

Litton Mellonics	GDH	X		
------------------	-----	---	--	--

Marriott Corp	GRA	X		
---------------	-----	---	--	--

Matsushita	HCT			
------------	-----	--	--	--

Michigan Consolid	NAH			X
-------------------	-----	--	--	---

National Semi	GDH - no pres interv.			
---------------	-----------------------	--	--	--

Northrop	GDH			
----------	-----	--	--	--

Ohio Edison	NAH - Same as Joint Client Conf Material - "OK"			X
-------------	---	--	--	---

PPG Industries	HCT			X
----------------	-----	--	--	---

Rochester G & E	HCT	X		
-----------------	-----	---	--	--

Champion (St. Regis)	NAH - no pres interv.			
----------------------	-----------------------	--	--	--

INPUT



INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Schering Plough	HCT	X		
Social Security Adm	WHD		X	
SNET	LRM	X		
<i>new</i> Square D	NAH	X		
Standard Oil, IN	NAH	<i>no pres interv.</i>		
<i>Pres - Poor Avg</i> - Strohs Brewery	NAH	<i>"Mixed feelings" Less Philosophy more specifics "case studies"</i>		
TRW	GDH			X
U.C., Berkeley	GDH	X		
Virginia Power	WHD	<i>has pres interv.</i>		
F. W. Woolworth	WHD			



CUSTOMER SERVICES PROGRAM - 1985 Renewals

Date _____

	CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
<i>Very Impressed - more on IBM specifically</i>	Amdahl	GDH ✓			
	AT&T	HCT	X ^B	X	
	Carterfone	GDH ✓			
	Centronics	LRM ✓			
	Compugraphic	LRM			
	Computervision	LRM ✓			
<i>Very Satisfied</i>	CDC	NAH	- no improvement req'd.	X	
	<i>XLNT</i> - Data General	LRM	<i>Much more impressive than other vendors we've seen</i>		
	Datapoint	GDH	X		
<i>Outstanding</i>	Diconix	NAH ✓			
	DEC	LRM		X	
	Hewlett-Packard	GDH			
	Honeywell	LRM		X	
	IBM	HCT	X		
	ICL, Ltd.	KLH		X	
	Interline	GDH		X	
	McAUTO	GDH		X	
	Memorex	GDH		X	
	Metaphor	GDH			X
	NAS	GDH			
	NCR	NAH	X		
	<i>XLNT</i> - Zilog	GDH	<i>more on small - less on large "Hell of a job"</i>		
<i>CSP/EUROPE</i>					
	3M	NAH	X		
	BURROUGHS	NAH			
	CDC	NAH		X	

INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
<i>ATIT</i>	<i>NCT</i>	X		
Ameritrust	NAH ✓			
Anacomp	PAC/NAH ✓			
ADR	HCT		X	
Arthur Andersen	NAH	X		
AVCO	LRM ✓	UNRESOLVED	AVCO IS BEING RESOLVED	
Babcock & Wilcox	WHD ✓			
Bank of America	GDH	X		
Bell Research	HCT ✓			
Broadview	PAC/HCT ✓			
Boeing CS	GDH		X	
Candle Corp	GDH ✓			
Cincinnati Bell	NAH	X		
Citicorp	LRM	X		
CSC	GDH	X		
CDC	NAH ✓			
Database Design	NAH ✓	SUBSIDIARY OF IBM IN WISCONSIN		
Dun & Bradstreet	LRM			X
EDS	GDH	X		
GEISCO	HCT/GRA	X		
GSI	KLH ✓			
GTE	HCT	X		
Grunman	LRM ✓			
Hewlett-Packard	GDH	X		
Hogan Systems	GDH	X		
IBM	HCT			
IDA, Ireland	KLH ✓		X	
IDB, N. Ireland	KLH ✓			
ITT Corporation	HCT ✓			
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
McAuto	NAH		X	
Mellon Bank	HCT		X	
<i>Memorex</i>	<i>GDH</i>	X		

INPUT



COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Moore Business Frms	HCT			
The NewTrend Group	NAH			
Norwest Information	NAH			
Rand Information	GDH	X		
Samsung	GDH			
Strategic Info	LRM	X		
Thorn-Emi	KLH	X		
TRW	GDH	X		
U.S. West	GDH	X		

INPUT



MARKET ANALYSIS AND PLANNING SERVICE - 1985 Renewals

Date _____

	CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
<i>Very Good Overall - Questions filled the gaps</i>	AT&T	HCT	X		
	Anacomp	PAC/NAH ✓			
	ADR	HCT		X	
<i>Pres. Very Good</i>	Ashland	WHD			X
	AVCO	LRM ✓			
<i>Pres Good - Interaction - "Exhnt"</i>	Babcock & Wilcox	WHD ✓			
	Bank of America	GDH	X		
<i>Perfect -</i>	Bell Research	HCT	X		
<i>Very well better than 100</i>	Broadview	PAC/HCT ✓			
	Boeing CS	GDH		X	
	Canada Systems Grp.	NAH ✓			
	Cincinnati Bell	NAH	X		
	Citicorp	LRM		X	
	Clark-O'Neill	HCT		X	
	CSC	GDH	X		
	Computer Task Grp	HCT ✓			
	EDS	GDH	X		
	GTE	HCT	X		
<i>XANT - more vert. mktg</i>	Gumman	LRM ✓	X		
	Hogan Systems	GDH			
	IBM	HCT		X	
	IDC Services	GDH	X		
<i>Very Good - wants more on vert. mktg</i>	Info Associates	HCT		X	
	Litton Mellonics	GDH	X		
	Lockheed Corp	GDH	X		
	MSA	WHD	X		
	McAuto	NAH		X	
	Mellon Bank	HCT		X	
	Metier	GDH			
	Michigan Consolid	NAH			X
					X

INPUT



MARKET ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date _____

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
NCR	NAH ✓			
Norwest Information	NAH ✓			
Philadelphia Suburb	HCT ✓			
Rand Information	GDH	X		
XLNT - Scientific Computers	NAH ✓			
SEI	HCT			X
Sterling Software	GDH	X		
Strategic Info	LRM	X		
SunData	HCT	X		
TRW	GDH	X		
U.S. West	GDH	X		
Walker Interactive	GDH ✓			

INPUT



ATTN: INPUT USA
46774 ELRON IL
IFC 10,1984 LA

FM ELII MIFSNIA ELII HAIFA 46774

AS WE ARE EVALUATING SOME NEW PRODUCTS, WE WOULD APPRECIATE YOUR
GUIDE FOR THE FOLLOWING QUESTIONS:

A. OVERALL VIEW OF PCS IN ORGANIZATION WHICH HAS ILM MAINFRAMES
AND WHICH NEEDS ACCESS TO THE ILM

B. WHAT PCI OF PARAC-A IS WITHIN THE FOLLOWING DISTANCES FROM
THE HOST:
UP TO 3000'
3000'-10000'
ABOVE 10000'

C. TYPE OF ACCESSSES TO THE HOST. PROVIDE PCIS

D. SIZES OF DATA TRANSFERRED BETWEEN THE HOST AND THE PC. PROVIDE
PCI.

E. PROVIDE A-D THE EXISTING AND THE NEXT FIVE YEARS ESTIMATES.

PLS PROVIDE QUOTES PER QUESTIONS , BY ILM

RFCS

UP AIRRESS

ELII COMPUTERS LL

ADVANCED TECHNOLOGY CENTE

PCE 5300 HAIFA 31053 ISRAEL

ILA 46774 PFA 512/4/520002

RFCS

46774 ELRON IL

NNNN

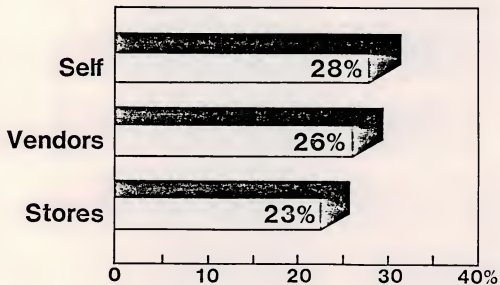
010 1984 06:00

VIA CCI NYC

+

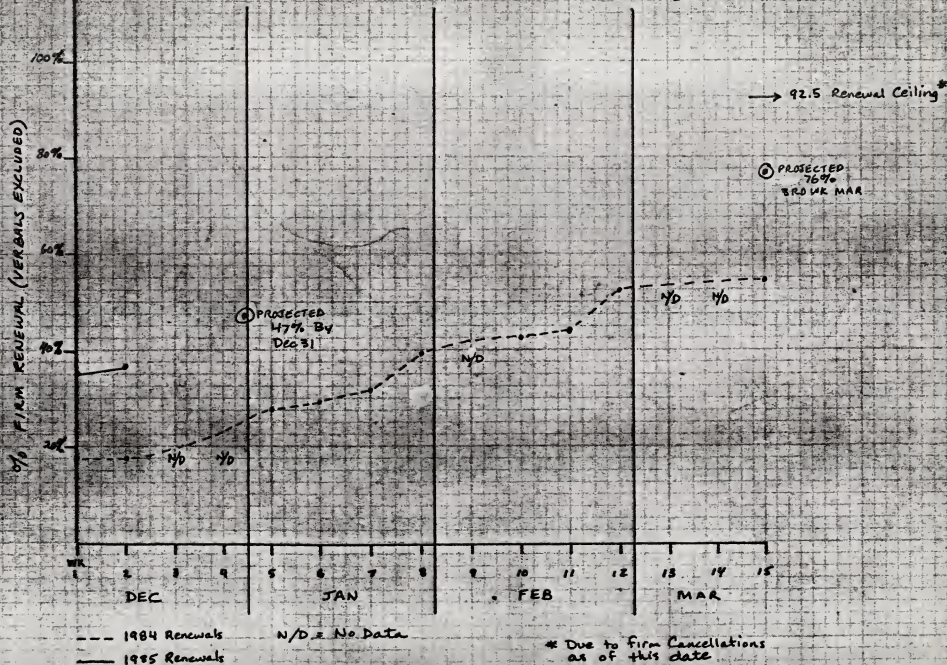
INPUT RMIV

SOURCES OF ASSISTANCE FOR PERSONAL COMPUTER USERS



INPUT

PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)
 DATE: 12/14/84

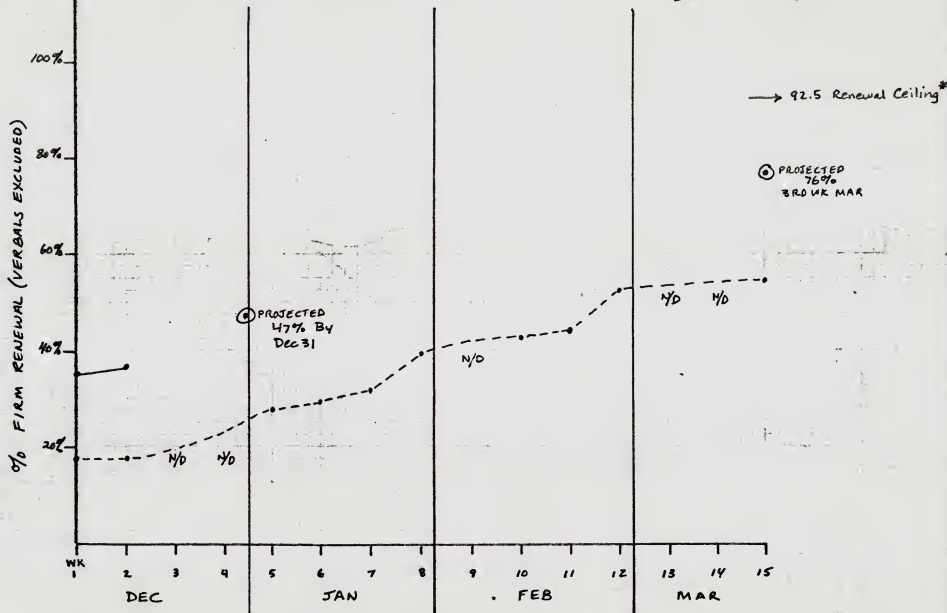


STAFF: RP



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)

DATE: 12/14/84



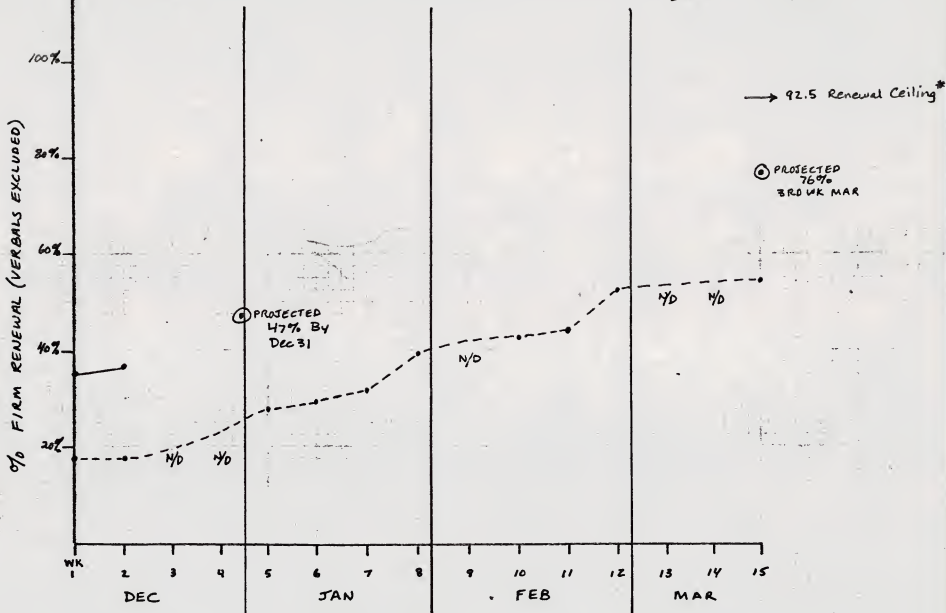
* Due to Firm Cancellations
as of this date

STAFF: RP



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)

DATE: 12/14/84



--- 1984 Renewals
— 1985 Renewals

N/D = No Data

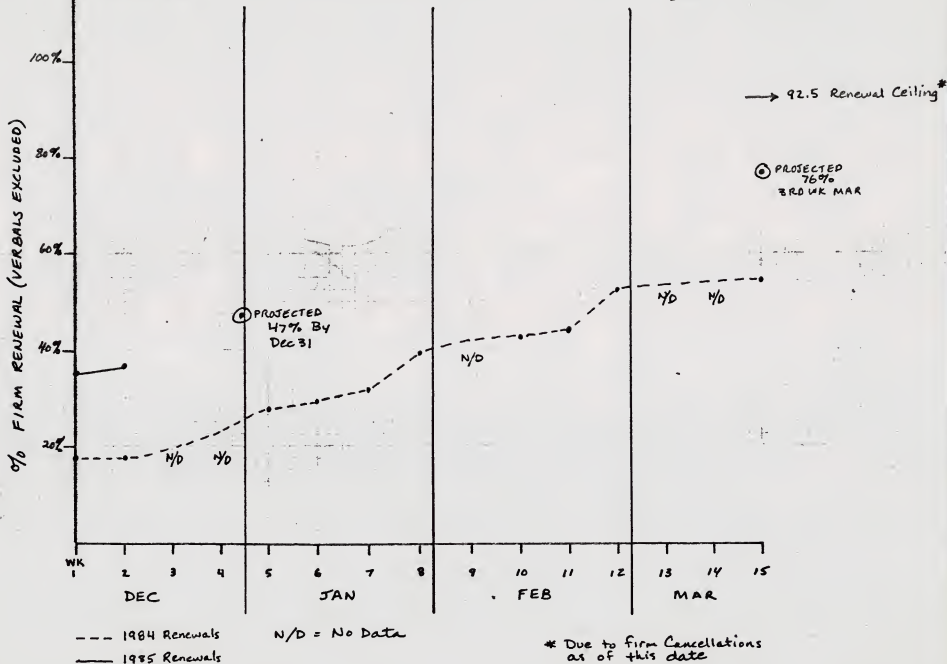
* Due to Firm Cancellations
as of this date

STAFF: RP



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)

DATE: 12/14/84

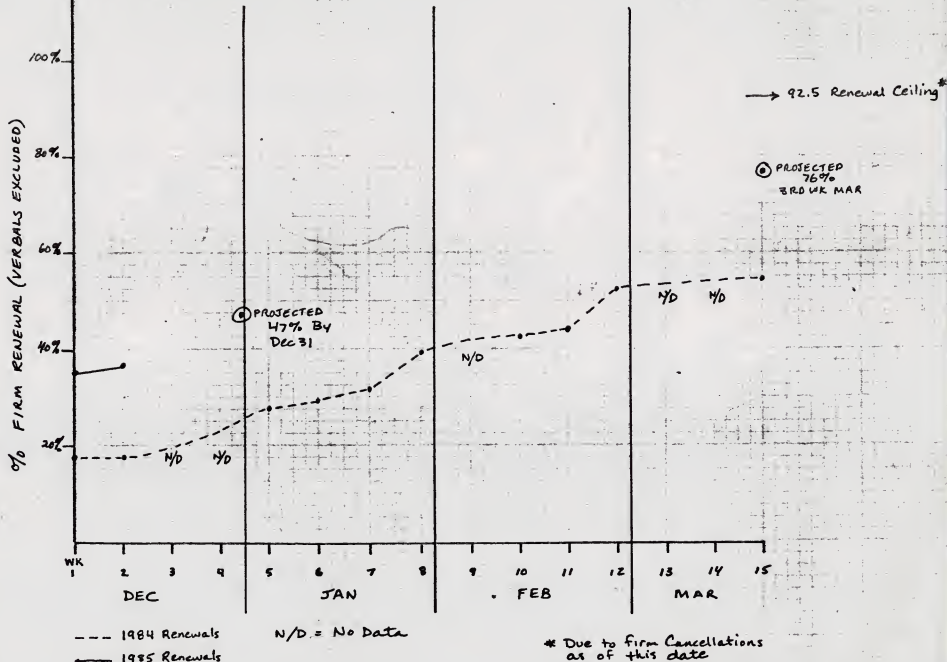


* Due to firm Cancellations as of this date

STAFF: RP



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP)
 DATE: 12/14/84



STAFF: RP



PROGRAM: OVERALL RENEWAL (ALL PROGRAMS CSP, MAPS, CAMP, ISP) DATE: 12/14/84

% FIRM RENEWAL (VERBALS EXCLUDED)

100%

80%

60%

40%

20%

WK

DEC

JAN

FEB

MAR

--- 1984 Renewals

— 1985 Renewals

N/D = No Data

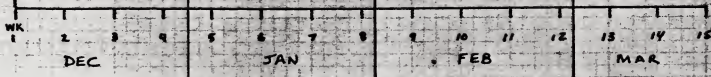
* Due to Firm Cancellations
as of this date

STAFF: RP

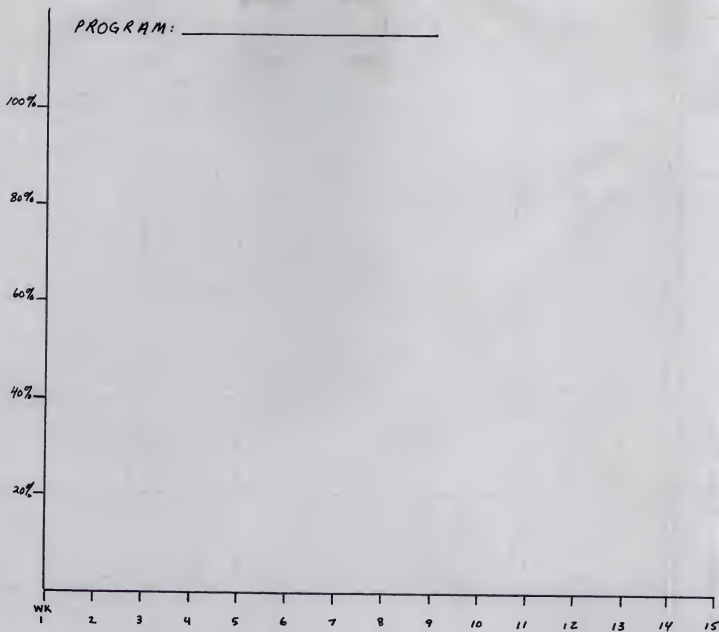
→ 92.5 Renewal Ceiling*

⊙ PROJECTED
76%
FROM MAR

⊙ PROJECTED
47% BY
DEC 31







--- 1984 Renewals

— 1985 Renewals

SWEDEN

100

200

300

400

500

100

1

2

3

4

5

6

7

8

9

10

11

12

13

14

1000

1000

SCALE:	APPROVED BY:	DRAWN BY
DATE:		REVISED
		DRAWING NUMBER

1. 姓名 (Name) 2. 性别 (Gender) 3. 年龄 (Age) 4. 职业 (Occupation) 5. 住址 (Address) 6. 联系电话 (Phone Number) 7. 电子邮箱 (Email Address) 8. 其他信息 (Other Information)		9. 备注 (Remarks) 10. 日期 (Date) 11. 签名 (Signature)
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